

principles of
mass communication
Fifth Revised Edition
RATHEESH KALIYADAN

Principles of Mass Communication

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COMMENTS

Ratheesh Kaliyadan gives an interesting insight into mass communication theory and research from an Indian perspective. Some of the ideas and concepts described in the book shed a new light on traditional Western perceptions and theories. I myself am a media trainer and journalist from Germany, working for Deutsche Welle's DW Akademie. Ratheesh Kaliyadan's book has made it very clear to me how much German and Indian researchers have in common and where some perceptions are different.

THORSTEN KARG

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The subject Mass Communication is essential to the students and professionals from journalism faculty. On the contrary it is presumed that nuances of Mass Communication is well known to journalism people ; where as it is necessary for everybody to learn and know Mass communication ,journalism, P R, Advertising, New media,Electronic media (T. V.,Radio) etc. In this book all related to mass communication are covered by the author. This book is good and potential for the fulfilment of the demand of today's greater need of journalism and is very useful for the students, faculty, professionals, as well as for readers who are interested to know about media.

Dr DURGESH TRIPATHI

University School of Mass Communication
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I am very glad to write note on the very very useful book for the students of journalism stream. Principles of Mass Communication by Ratheesh Kaliyadan, one of the famous academicians, writer and philosopher in the field of Mass Communication and Journalism. I saw Ratheesh Kaliyadan in a role of "Thinker" on Journalism issues.

In this book Ratheesh Kaliyadan has used illustrations, cartoons, and easy language. The book is very easy to read for students as well as Teachers. In every point, chapters and new information there is illustration with suitable cartoons and I think this is the one of the important point for the success of this book.

Dr DEEPAK SHINDE

Director , School of Media Studies,
Swami Ramanand Teerth Marathwad University
Nanded (Maharashtra)

“medium is message”
marshal mc luhan



To

Sri. U.Kunhiraman

First president of Kunhimangalam Grama Panchayath,
the kingmaker of my land and life

Ratheesh Kaliyadan

Academician | Activist | Author

Born on January 21, 1975 at Kunhimangalam near Payyannur in Kannur district of Kerala. Introduced Folkloric Journalism as a discipline to Keralites. Specializes in Environmental reporting, children's literature and critical media literacy. As a freelancer contributing in English and Malayalam for Print, Electronic and New media. One among the South Asian journalists selected for reporting United Nations Framework Convention on Climate Change (UNFCCC) 2002 held at Vigyan Bhavan, New Delhi. Editorial board member of **Eureka**, the only children's science magazine in Malayalam.

Fascinating Critical Media Educator aims to pass fascination in his classes and workshops since 2000. Enjoy working with people from different levels varies from school children to university professors. Officially work with Higher Secondary Education as Higher Secondary School Teacher since 2002. Rendered his service in preparation of teaching learning materials and teacher empowerment programmes. As a member of core resource group, he is serving State Council for Educational Research and Training (SCERT) Kerala and resource person of media clubs of Central Institute of Educational Technology in National Council for Educational Research and Training, New Delhi.

The enthusiastic mass communication researcher specializes in critical media education associated with research programmes of various organisations. Academic participation and paper presentations include a number of seminars and workshops.

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PUBLISHER'S NOTE

Thank you for making Ratheesh Kaliyadan's Principles of Mass Communication an unavoidable companion to the mediamates: media students, academicians, trainees and practitioners. The warm reception of first edition made us more confident to introduce an added version of the book. Now we are at the forefront of the fifth edition.

The well acceptance of this book indicates the thirst of mediafolk to get theoretical base of media studies in an Indian context. Principles of Mass Communication becomes the only book that contains special Keralite environment comprehensively.

We hope, the revised edition of Principles of Mass Communication should fill the void by becoming an unavoidable reference material to journalism students, academicians, trainee journalists and to any one who are interested to explore mass communication and related subjects.

**Director,
Media Analysis and Research Center**

PREFACE

While preparing Principles of Mass Communication it was the first effort to consider media theories in a special Keralite environment with a global outlook. Being a highly interdisciplinary subject mass communication is attributed to all developments of the community. Information explosion and socio economic development changed the face of our society. All these developments are reflected in mass communication positively and negatively. As a vast and wide area of experiences principles of mass communication considers a peripheral description of media studies in an academician's perspective.

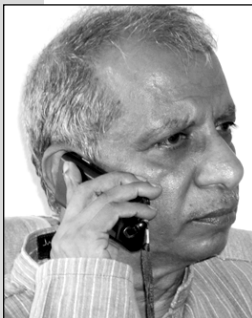
I am thankful to all those who made Principles of Mass Communication an unavoidable companion to the mediamates. This revised edition is a result of suggestions, criticisms and advices from a lot of loveable hearts and minds.

I hereby exchange heartiest thanks to them. I would like to mention special thanks to Media Analysis and Research Center for publishing this work, my mentor Dr. K. V. Nagaraj for enlightening foreword, Thorsten Karj, Dr. Deepak Shinde for Valuable comments, Prasanthan Muringeri for cover designing, Illustrations and layout. Also extends my gratitude to Bhaskaran Pekkadam, Sumesh Peralassery for their immense support to bring forth this book. Expect mediamates will be kind enough to receive this book with an analytical mind and comment.

Ratheesh Kaliyadan

FOREWORD

Education in Mass Communication has become an attractive area for young men and women. The mediaplosion, thanks to new communication technology, has made media education all the more important. The academic orientation of the field, though had its own debates in early days of its formation, has become well-accepted now. The proliferation of media schools is a pointer to this phenomenon. Call it by any name, media education in India has made its strides. As a consequence, the University Grants Commission has

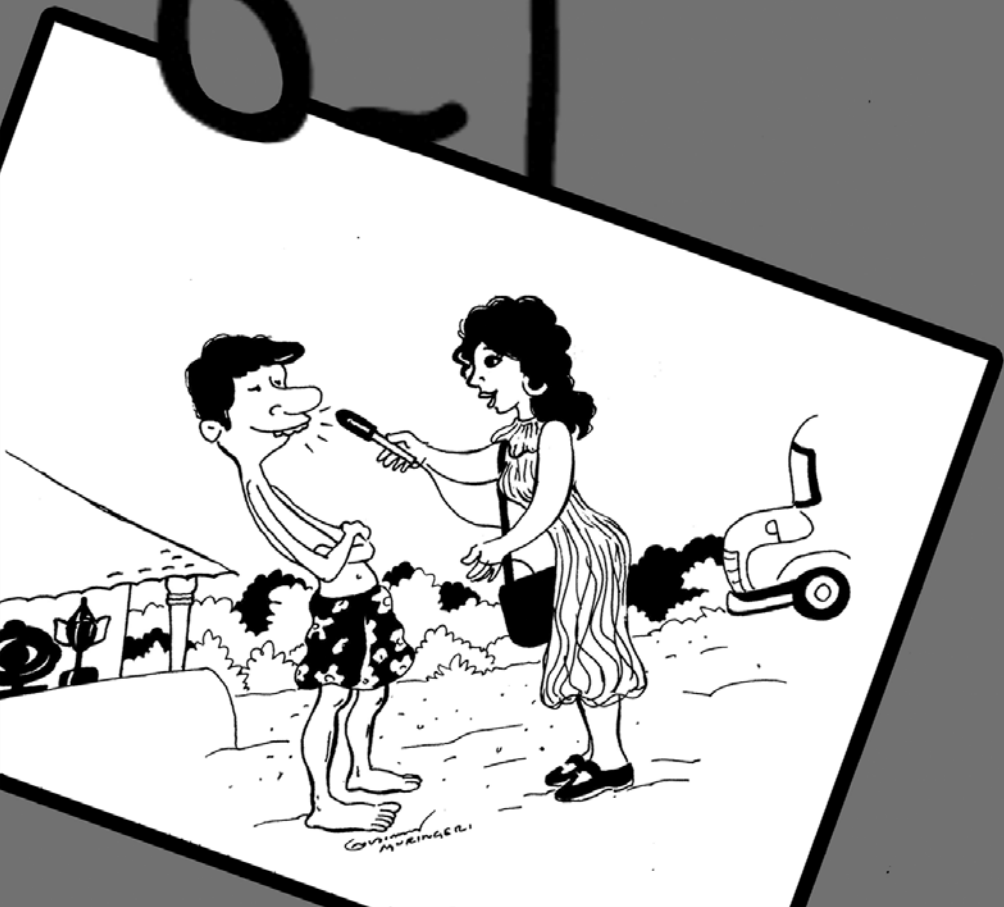


considered it as a focus area of the twelfth five year plan. With NCERT and central schools introducing media studies at the plus two levels, the field has moved into an expansion mode. However, we must note that quality education depends upon quality teachers and quality text books. We study mostly through the western books and adopt them lock, stock and barrel. While their quality is mostly undisputable, their cultural context in which they are written is a subject of discussion. Unfortunately, books written by Indian authors fail to meet the market expectations. The Indian market for text books is huge, but remains unexploited. Any quality book can be a welcome addition and should enable further intellectual churning. Mr. Ratheesh Kaliyadan has made a sincere effort to discuss the principles of Mass Communication for the benefit of Indian clientele. We already have books on the subject written by several eminent scholars and the present one can be added to the list. I fervently hope the book will redeem itself as a source of knowledge to both teachers and students. I wish him the very best for his future endeavours also.

Prof. K.V. Nagaraj

Pro Vice Chancellor, Assam University, Silchar, Assam

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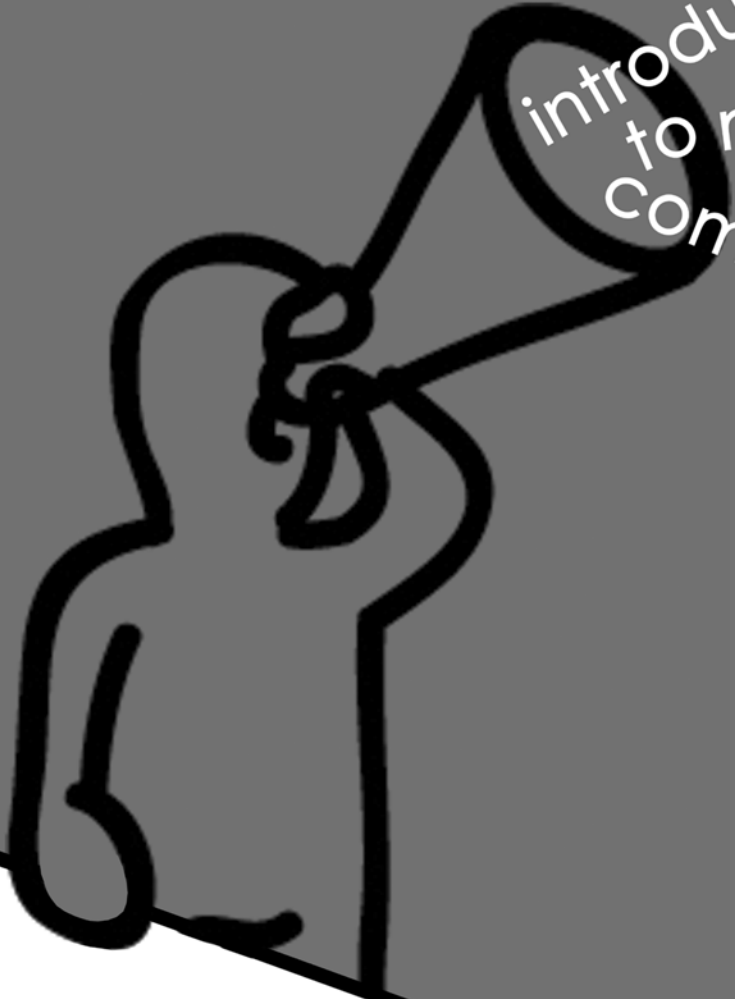
Editing Symbols

Glossary/Television

Glossary/ Radio

Glossary/Print

introduction to mass communication



Communication is a fundamental and compulsive personal urge. It is not a humane necessity but also to animal and vegetable existence as life itself. Animals and insects use their own language for communication. Physical contact, body movements and sounds are some of the tools of communication. For human beings communication is part of the social process and a tool for socialisation. It helps to maintain the active relationship between individuals and groups.

The need for communication is strong and as basic as hunger for food, for drink and for love. Communication breaks along with breath in the form of first cry. Otherwise the newly born child makes others cry. It ends with the last sigh. Communication is a womb to tomb activity.

The word communication is derived from a Latin term ***communis***, which means **to make common**. People lived in ***commune*** even in pre historic era where communication acts as the basis of relationships. It is a process of exchange of facts, idea, opinions, expressions and feelings. Sight, sound, touch, smell and taste were the modes of exchange. According to Melvin L. De Fleur and Everett E Dennis, communication were magic bullets penetrating every eye and ear in the same way and creating similar effects in every receiver.

Human communication passed long historical episiotomies during its processions from wild life to post modern life; from non-verbal methodologies to highly intensive technologies. Medium of communication varied corresponding to over all development. Once used smoke, fire, touch, gestures, symbols and signals. Poured pictures on cave walls. Utilized local markets as places to exchange news. As Marshal Mc Luhan truly observe, 'Time has ceased; space has vanished. We now live in global village'. Today communication explosion and hitech infrastructure make possible at least a dream of global village.

TYPES OF COMMUNICATION

Communication analyzers classify communication into various types considering its diversified characteristics.

Intrapersonal communication

Communication takes place inside the mind of a person is termed as intrapersonal communication. It is considered as a cognitive process taking place within oneself. The process of thinking, posing questions, ambiguities, contemplation, meditation etc are examples. Indian philosophy highlights various aspects of intrapersonal communication including Transcendental process, Nirvana, Mukti etc. Plato (427 BC to 348 BC) states on idea in as the ultimate reality, in the applauded work the **Republic**. The suggestion marks the importance of intrapersonal communication.



Interpersonal communication

An interaction between two or more persons is called interpersonal communication. It is an exchange of idea, facts, feelings and expressions at face to face without any technical interventions. Instant feedback is possible. It is oral, direct and intimate. People engaging in face to face communication use not only words and patterns of grammar. They use non verbal gesturing and a complex body language to symbolize their meanings. Facial expressions, patterned movements and other gestures have more or less standardized interpretations in every culture. These can add important dimensions to interpersonal understanding in communication and contribute when a receiver provides feedback.





Inter Personal Mediated communication

When a machine is intervened in interpersonal communication, it becomes mediated communication. According to Keval J Kumar, “where a mechanical device mediates in an interpersonal exchange, it is termed interpersonal mediated communication.”

Telephone conversation is an example. We use facilities like online chatting for interpersonal communication now a days.

The interpersonal mediated communication is also called **inter posed** communication. Mediated communication limits the opportunity of getting complete feedback.

Interpersonal Machno Communication

We were discussing about types of communication. While talking on interposed communication learners contributed certain examples like using of telephone, mobile etc. it was a 15 year old girl in my class at Govt. Girls Higher Secondary School, Thalassery twisted our discussion into a chaos. “How do you name the process of communication between a person and a computer? Is it interpersonal mediated / interposed communication?” the question troubled me for a while. As a revelation I told it is “interpersonal machno communication”. Yes, it is interpersonal machno communication because a person is interacting with a machine.



Communication experts are blurred in defining the process of communication that happens between a person and a machine like computer. Somebody call it as computer mediated communication. It is not an apt term to define the process because some other machines also intervene in this process. So I may call it as interpersonal machno communication.



This is a new addition to the world of communication discourses. Here the sender and the receiver is one and the same. But a machine is frequently involving in the process of communication. A sender feeds information in a computer. She/he uses text, audio, video, graphics, animation... and any other forms. The idea comes from the mind of the person who sits before the computer. The messages are loaded and recorded in a computer, instead of her/his brain. The sender can retrieve and reuse the same piece of information whenever she/he likes, provided the machine is with. This is unlike using a landline telephone in communication. In telephone conversation at the other end a receiver is present in person.

The machine may be anything with the retrieving ability like mobile phone, iPod, e-pode, computer etc. Posting and retrieving of most of the files depend on the person's own memory. This is a unique type of communication sponsored by techno centered environment.



Group Communication

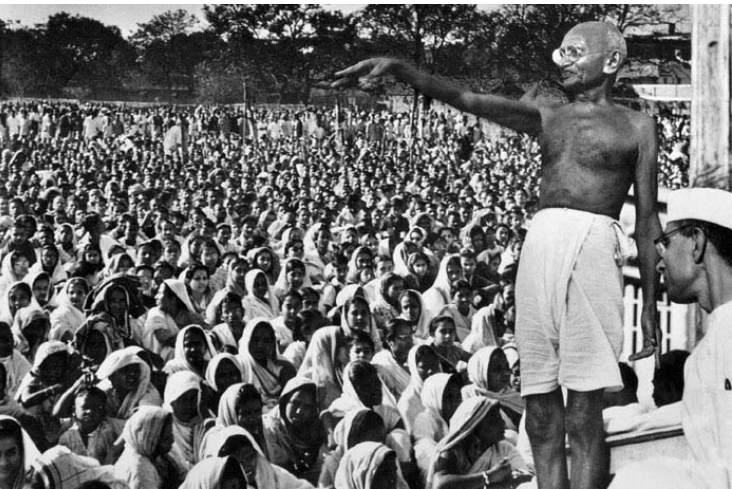
A group characterizes similarity in thought and action, which is formed out of personal and social needs. Common tastes, habits, attitudes, qualifications, bias etc are other characteristics. Communication within a group is group communication. It reflects the characters of a group. The level of directness and intimacy depends upon the size of the group. Instead of instantaneous feedback, a group offers instant response.



Informal communication



It arises on account of informal relationship between the persons concerned. Informal communication grows spontaneously from personal and group interests. Characterized and conveyed by a simple glance, nod, smile and gesture as well as by words. It is called grapevine because it denotes informal means of circulating information and gossip. It can pass both correct information and rumors.



Mass line communication

From a throat to a mass audience is the major characteristic of mass line communication. Mao Ze Dong, leader of the Chinese Cultural Revolution termed his method of communication as mass line. It is relevant in campaigns at grassroot level to mobilize the masses. In India, Mohandas Karamchand Gandhi,



the father of nation, used the same method. Mao and Gandhiji travelled extensively. They met people at their own environment. Talked to them. Understood their problems. Extended respect to the peasants knowledge and experiences. Preached to them about the Nation awakening. Made them part of their ideologies and struggles. This method of communication is adopted by other leaders. They use it in different ways. Mass line communication is face to face; but the communicator cannot identify each and every face to whom he/she is addressing. Public meetings come under this category.



Mass communication

Communication through mass media - Press, Radio, Television, Online media, Film and Folk - is mass communication. It addresses a diversified mass audience. Large, outargeneous and anonymous audience is the speciality of this type of communication. The source and the receiver are not in a face-to-face situation. Receivers are not active participants. It is highly impersonal. Least possibility of feedback and delayed responds are features of mass communication. Simply masscommunication face a faceless community.



ELEMENTS OF COMMUNICATION

The process of communication successfully fulfills various elements. Analyzers enlist minimum nine points as elements of communication. It is also called the *universals of communication*. They are applicable to all types of communication.

Source

A source is the sender of the message or the communicator. She/He has something to express. She/He conceives and initiates the message. Communicator is the driving force to change the behavior of the receiver. In the case of a mechanical device is used for communication, para transmitter is an operator that transmit message.

Message

A piece of information to be passed from one person to another is the message. It is the core and subject matter of communication. It involves any fact, idea, opinion, figure, attitude and course of action including information. The message may be flew as a spoken or written word or as gesture, smile etc.

Encoding

The process of conversion of the message lies inside the mind of the Source into symbols is called encoding. The message of any communication is always abstract and intangible. To exchange the message, symbols are required. The sender prepares signs and symbols suitable to express his/ her message. The process of encoding transcreates idea, facts, feelings or opinion into symbols, signs, words, actions, pictures and audiovisuals. This process continues still the communicator select a medium proper to communicate effectively to the intended listener.

Channel

During encoding is going on, the communicator has to select a channel to send information/ message. Communication channel means a medium through which the message passes. The words, symbols and signs should be transmitted through certain channels. It may be written or oral. There are various form of written media like letters, manuals, circulars, newspaper etc. The oral media are of various kinds. Face to face conversation, radio etc are examples. Television and film represent audio-visual channels.

Receiver

It is for the receivers a source stands for. Receiver is a must in the process of communication. Receiver is a person to whome the message is meant for. In other words a person who receives a message is called a receiver. Responding or acting to the message





is done by the receiver only. She/He forces to interpret, perceive, understand and act upon the message.

Decoding

It is the reverse process of encoding. Receiver connects symbols, words or signs received from the sender to get the meaning of the message into understandable language.

Acting

The receiver acts or implements the message which is the ultimate aim of communication. Otherwise the process of communication is considered to be futile.

Feedback

The process of communication is completed only when the receiver gets actual feedback. The sending back of the information about the message to the transmitter is known as feedback. It confirms that the receiver has received the message.

Noise

Noise refers to any distortion or destruction preventing the correctness and effective transmission of impulses or an idea in the mind. It has been defined as anything present in the perceived signals or code, which was not present in the original message

ESSENTIALS FOR COMMUNICATION

Basically communication is a transaction of idea or feeling between the sender and the receiver. The prime purpose of any form of communication is to keep others informed. Principles of communication are the essentials to be considered while initiating for communication.





Clarity

Message is the heart of communication. Clarity drives it into the real destination point. The communicator should be clear about the message before communicating. It is to be encoded in common, direct and simple language.

Completeness

Full and adequate subject matter enables the receiver to understand the central theme. Fragmentary message may result in misunderstanding.

Information

All Communications contain information. But all information cannot communicate. The word information is comprehensive in which communication is a special kind of transmitting message in symbolic form.

To know the receiver

The receiver must understand the subject. The sender must use such a language, understandable to the receiver. Proceed in simple, clear and short formats in appropriate time. Avoid superfluous words, unnecessary prepositions and jargons. Simplicity is always preferable to meet all situations.

Network

It is the channel of communication. The network covers down way, upward and horizontal line of communication. Two media are utilized to active networks - oral and written. The principle of strategic use of media is important. The objective and the receiver are the factors in the selection of medium and network.

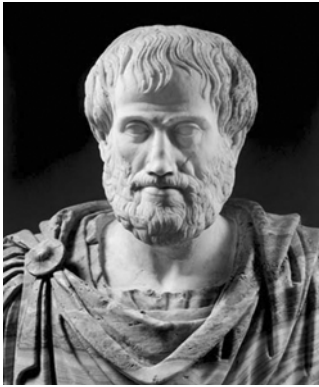
Feedback

A process to ascertain whether the receiver received or not the message properly. It helps to listen answer, interpret and amend the message. Interface and interaction is possible. It avoids errors in transmission.



THEORIES OF COMMUNICATION

Theoretical analysis on various aspects of communication paved a way to consider it as a discipline of serious discourses. Various schools of thought evolved. It is an interdisciplinary subject. Theoretically it is approached from various disciplines. Mathematics, Accounting, Physical Sciences, Psychology, Politics, Natural Science, Ecology, Semantics, Economics, Cybernetics, History, Auditing etc are applicable in an interdisciplinary way of analysis of communication principles and techniques. It is a concept of unlimited dimensions.



Western theories of communication originate from Aristotle's (384 BC to 322 BC) **Rhetoric**. He is believed to have written nearly half a dozen critic treatises. Out of Aristotlian treatises only two are extant -Poetics and Rhetoric. Poetics deals with the art of poetry and Rhetoric deals with speaking. According to Aristotle, rhetoric is made up of the speaker, the speech and the listener. Its aim is the search for all possible means of persuasion.

Aristotle

Lasswell's verbal model of communication

Prof. Harold D Lasswell stated that a convenient way to describe an act of communication is to answer the questions that Who says What In Which Channel To Whom With What effects? The model is named as verbal model of communication.

Who says
What
In Which Channel
To Whom
With What effects?

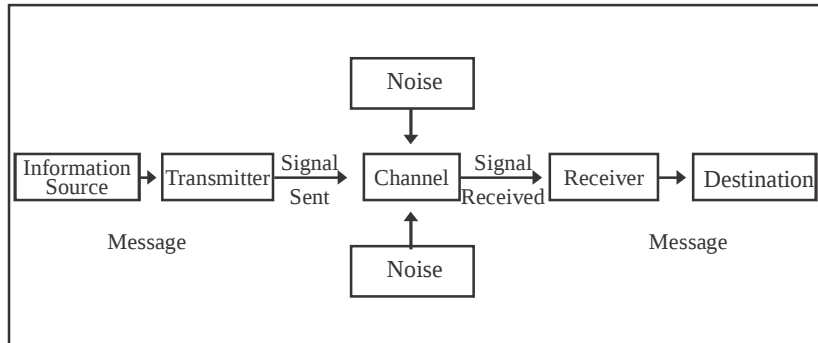
Lasswell's verbal model of communication

Mathematical model of communication

Mathematical model of communication by Shannon and Weaver considers communication as a system of five essential parts. The system contains: an information source, a transmitter, a channel, the receiver and the destination. The noise is also included in the system of communication. Being the scientists



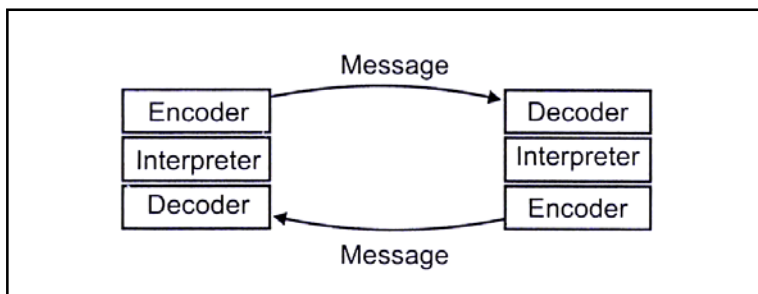
of the Bell Laboratory, Shannon and Weaver developed the model by considering the communication through telephone, radio and television. Their major attention was transmission and reception rather than the message, meaning or effects.



Shannon and Weaver communication transmission model

Interpersonal communication model

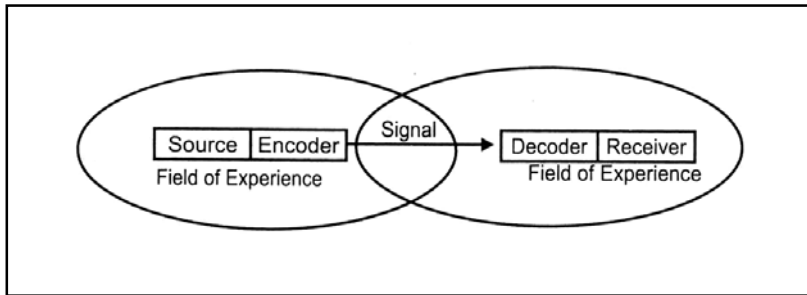
It was in the mid 1950s human communication was defined in the light of a model. Charles Osgood developed the interpersonal communication model. The model considers communication stimulus producing communication response, which in turn produces additional responses.



Charles Osgood's interpersonal communication model

Willber Schramm's interpersonal communication model includes "the concept of shared experience, suggesting that successful message encoding and decoding depends on the source and receiver having sufficient commonalities such as similar language and cultural background."

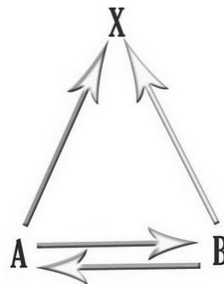




Willber Schramm's interpersonal communication model

Theodore Newcomb's symmetry model

Theodore Newcomb's symmetry model depicts "how two individuals might communicate about an object, an idea or even another person. The model suggests cognitive consistency, balance or agreement." New Comb's model is widely used in analysing interactions between an organisation.



Theodore Newcomb's symmetry model

SMCR model of human communication

David K Berlo developed his SMCR model of human communication in 1960s. The model emphasises four elements of communication.

They are:

Source	Message	Channel	Receiver
communication skill	content	seeing	communication skill
attitude	elements	hearing	attitude
knowledge	treatment	touching	knowledge
social system	structure	smelling	social system
culture	code	tasting	culture

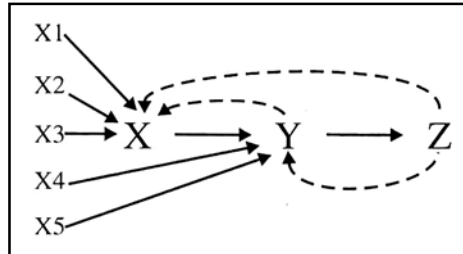
David .K. Berlo's SMCR Model

Willber Schramm added encoding, decoding and feedback to these elements in his communication model.



Westley -Mac Lean's classic model

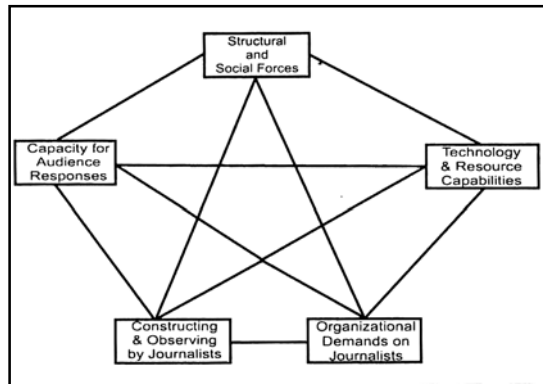
Westley-Mac Lean developed a classic model in the analysis of mass communication in the late 1950s. According to this model, news flow from a source through the medium to the receivers / audience of news. Observe the following figure.



Westley -Mac Lean's classic model

The big X represents the source. The medium or news outlet is represented by Y and the receivers by Z.

Model to define the news



Edelstein, Ito and Kepplinger' model for defining news.

A joint effort of Edelstein, Ito and Kepplinger brought a model to define news. The communication experts point out five dimension to news

- **Structural** in which economic pressure drive social forces to maintain “elite’s” power.
- **Technological** advances that empower the media to define reality.
- **Organisational** contains that journalist’s face
- **Observational** the way journalists cover and define events.



The Individual difference theory

The basic tenant of the individual difference theory is that different people perceive events in different ways. Individual's attitudes, believes, values and culture influence in individual's decisions and perspectives. The media messages supplied to the audience also be perceived individually. Selective attention and perception are the fundamental proposition regarding the communication behavior of an ordinary person. Multiplicities of media messages are available in different formats. Consumption of all such messages by all individuals at a time is impossible. The audience will attend media message by selection in relation with their own tastes or interests. The response to such messages was modified by psychological make-up.

The cause and effects of media messages is one of the key areas of mass communication research. The individual difference theory of mass communication implies that media message contain particular stimulus attributes that have differential interaction with personality characteristics of members of the audience. By holding constant mediating influence of personality variables will reflect uniformity of response to a given message. The logical structure of the individual difference theory is:
cause → intervening progresses → effect

Persuasion is one of the important impacts of media messages. The impact is active in advertisements. An effective persuasive message alters the psychological functioning of the individual in such a way he/she will respond overtly in modes desired by the communicator. The way of responses is common in advertisement reactions.

The social categories theory

Uniform behavior at a set of given stimuli is visible in a lot of cases. Social categories work together for a common cause. The categorization process varies from issues to issues. Certain general categories are possible on the basis of age, sex, income, rural/urban residence, education, religion and castes. Choices of media and media messages by these categories have something to share in common. The social categories theory emphasizes that in spite of the heterogeneity of modern society, people have a number of similarities in mass communication thought ways. The similar modes of orientation and behavior relate to the mass media in a uniform way. The responds also have equal ways.

The individual difference theory is formulated on the basis of psychological findings and the social categories theory based on sociological theories. The stimulus factors, media content and effects are analysed in both theories.

The social relationship theory

Most communication researchers considered society in connection with the



mass media interaction. Individuals and their informal interactions were not considered much in mass communication researches. The social relationship theory stresses this part of analysis. The theoreticians stated that informal social relationships play a key role in individual's act upon a media message. The theory found that two kinds of information flow are possible. They are: information moved from the media to well inform individuals who had not direct exposure to mass media. The other flow of information from mass media to individuals those have direct exposure to mass media. They are opinion leaders. The opinion leaders pass information with their interpretations. This kind of personal influence could be recognized as an important mechanism in the response to the media message. Thus the informal relationships and groups tie with responses towards media messages.

The socio-cultural model of the persuasion process

This theory is an extension of individual difference theory, social categories theory and social relationship theory. The theoreticians emphasize the socio-cultural influence in formulating opinion and response to the media messages. The theory's roots are rooted in behavioral analysis.



This model suggests that new definitions evolve from socio-cultural processes in groups with the use of mass media. The individuals who are part of socio-cultural groups attain new dimensions of media messages rather than their own psychological predispositions.

The Indian theories of communication

The Indian theories of communication form as part of Indian poetics. It can be traced to a period between Second century BC and first century AD in the works of Bharata. **Natyasastra** by Bharata is a classic example for Indian communication theory. The concept of *Sadharanikaran* is the fundamental energy of Bharata's work. The process of *Sadharanikaran* is achieved by *Sahridayas*. A person with the ability to accept a message is a *sahridaya*. This theory argues that the human psyche is composed of nine permanent moods called *Sthaibhava*. Upanishads and Vedas also derive principles of communication. Various folkloric versions of communication also connote Indian theories.

Ideological communication stands for different aspects. They argue for relevance of communication in social change. Such communication strategists use it as a tool to propagate ideologies. But ideologues are of contradictory opinions because of difference in perspectives.



the massmedia



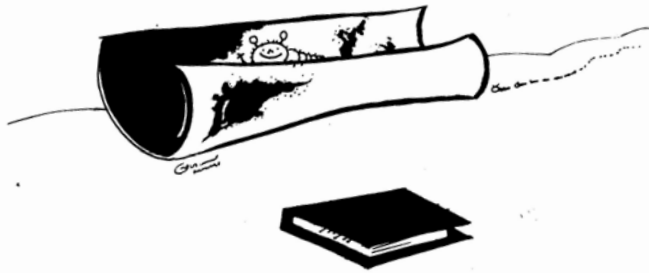
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A world without Newspapers, Radio and Television is unimaginable. Now New Media also join with the scene. Our society is dependent on mass communication personally and socially. Media dependency of modern society includes entertainment, business, environment, economics, politics, education, science, religion, charities, agriculture, transportation etc. In a close watch, almost every major activity in modern life depends on the use of the media or mass communication in which professional communicators use media to disseminate message widely, rapidly and continuously. The usage arouse intended meanings in large and diverse audience. To influence the media consumers. Hence media act as deciding factors in our day to day life in a variety of ways is the prime concern of mass communication.

Mass communication is a process. It consists of a series of stages by which something is transformed during a set of distinctive operations. According to Melvin L Defleur and Everette E Dennis, Five distinctive stages are there that make up the process of mass communication.

- The message is formulated by professional communicators.
- The message is sent out in a relatively rapid and continuous way through the use of media. The major mass media are Print (books, magazines and news paper), Broadcasting (radio and television) and Film.

- The message reaches relatively large and diverse audiences who attend to the media in selective ways.
- Individual members of the audience interpret the message in such a way that they experience meanings that are more or less parallel to those intended by the professional communications.
- As a result of experiencing these meanings, members of the audience are influenced in some way that is the communication had some effect.



Dissemination of mass communication involves the use of media. A medium is any object or device used for communicating a message; for moving information over distance; or preserving it through time. In primitive life people used cave drawings, flags, smoke, signals, drums and hand written manuscripts as media to extend their ability to communicate. The modern public use mechanical and electronic devices as the media of mass communication. Technological assistance i.e., printing machines, records, camera and related equipments, broadcasting satellites etc is necessary in modern mass communication.

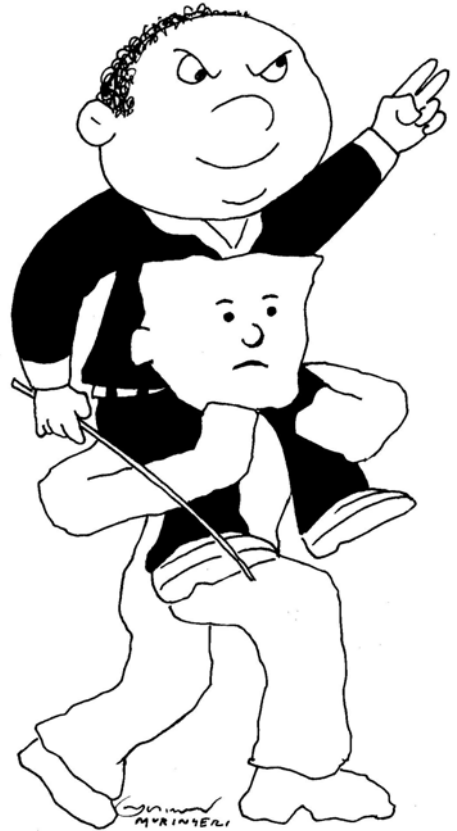
The organs of mass media like Print, Radio, Television and Online are technological means of transmitting messages to a large number of people. Their reach extends to a vast heterogeneous mass of the population living in a wide and extensive area. The term mass communication implies large and diverse audiences, but it refers to the social nature of audience rather than the size.

A mass society is a society in which people act as individuals rather than as members of families or other kinds of groups. Communications in a mass society are interposed not direct as in interpersonal exchanges. Mass communication is not a unique process. It is a special form of interpersonal communication because of the recalling end does not change the underlying biological, psychological and ideological aspects of communication. The existence of a large and diverse audience encourages messages that are low in intellectual demands and high in entertainment content.



Feedback is eliminated in mass communication. When a newspaper, radio or television is the medium, the communicators have no immediate contact. In a way or other mass communication is in many respects a one-way activity. Communications are left with delayed feedback such as telephone calls, letters to the editor, ratings, reviews and box office receipts. They are formed on the idea of mass production and mass distribution.

Mass media reflect and propagate a popular culture. Societies have had a unique history that has resulted in its over all development of current economic and political system. For colonies mass media played a crucial role in creating a pro-independence mind set and to tear the tyrannies of colonial rule. In India the crowd pullers and mainstream leaders of Indian independence movements were journalists also. The history has also analyzed and defined its patterns of ownership and control in mass communication.



MEDIATED CULTURE

Ours is a media driven society. The undeveloped tastes of massive is redefined with the emergence of cheap newspapers, magazines, paperback books, radio and television unsophisticated and simplistic. The content catalysed for the new art of catering massive tastes. Confession magazine, popular time soap opera, games show, comic strip and western movie are its typical forms. This media out put is an important part of popular culture. A term used to label such mass mediated art is the German word **kitsch**. It diminishes both folk and elite as it deprives its audience of interest in developing tastes for more genuine art forms. Moreover, it is mainly a tool for economic exploitation of the masses.



FUNCTIONS OF MASS MEDIA: CAPITALIST VIEW

Mass media are of different functions. The aim of each medium decides its functions. Ideological existence and identity make it possible to chart out contradictory functions.

Western media theoreticians identify three major functions:

- Surveillance of the environment
- Transmission of heritage
- Interpretation of information and prescription for conduct.

Most analysts of the capitalist press have identified that the media are expected to inform, to entertain and to serve as watchdogs of the powerful.

In a pure capitalist environment, media are considered to be the fourth estate and the watch dog of democracy.

Keval J Kumar enlists some of the functions in a general capitalist perspective under the following sub heads.

Information

Mass media bring latest news happenings in our own region and around the world. Gathering and distribution of news is the primary function of mass media

Consensus

Media help us to correct our response to the challenges and opportunities to reach consensus and social actions.

Transmissions of culture

To keep the culture and heritage of a society alive and transmit it to others are considered as important function of media.

Entertainment

It has been a legitimate function of the traditional folk media but the mass media provide it. This help to pass the time and to relax with family and friends.



Symbolic function

They provide a shared symbolic environment.

Advertising

The commercial function has indeed been served well. It helps to sell goods and services. Advertisers strongly influence programs by contributing the major part of revenue in media.

Development

In developing countries media perform another function to enhance developmental activities. It is communication that focuses on the needs of the poor and the oppressed and their socio- economic and cultural interests.

FUNCTIONS OF MASS MEDIA: MARXIAN VIEW

To Marx, the press is a central element of the super structure, the *Urbau*, which the ruling classes erected as their literary, political and ideological chauvenism for maintaining power. In English, the word superstructure suggests something that is built on the top of something else. To Marx, it is a critical part of the social order. News papers would certainly influence the ideology of intelligentsia, civil servants, shopkeepers and these in turn would pass along to the under class the “truths” they had read in the papers.



Journalists, in Marx's view were themselves members of the proletariat. They were allies of bourgeoisie in the maintenance of its power, most importantly through despoiling the people into failure to recognize their state of alienation.

Capitalists control not only the farms and the factories but also governments, churches, schools and presses. So V.I.Lenin identified three rules for mass media.



- News is something which is a commodity. Western media consider news as merchandise; rather than a service.
- News stories are selected for their impact on society.
- News can be bought and sold. So it should have good shape
- It should be factual, clear and related to the reader's life.

How news is made?

The production of news owns a strategic position today. This is a transformation caused by the emergence of global cross border televisions. News corporations underlined these concerns as the perception that global news production and dissemination needs. Propagation are unbalanced affair very largely in the hands of western news agencies. These fears are fuelled by the open ambitions of transnational corporations like CNN, News corporation (Hong Kong), Reuters, BBC to build global news services and to occupy the strategic heights of global news and information flows. The western nations, particularly the developed countries attempt to ensure and control news outputs.

News is a fabricated information. It is distributed in the market according to the need and utility of the consumer. Contents of the news is understood through market analysis. This idea evolved during 19th century especially in USA and UK

- News took a shape of Five Ws and One H for selling it.
- Capitalists need information in clear and easy form.
- They want it to be true and accurate.

Development of news strategies is initiated by transnational corporations. Their news is not a reflection of reality but a putting together of reality. Their perceived interest exemplify this. "News is not of course is a reflection of reality, so much as a putting together of reality" says Schlesonar. It is not an unmediated window on the world.

A stress on immediacy in the presentation of news is a specific and recent development in global news. News is gathered, selected and controlled by the western transnational corporations who treat news as a commodity to be bought and sold as opposed to the developmental nation building and democratic rule. Nearly 80% of the world news flow emanates from five major western news agencies - DPA, AFP, AP, Reuters and UPI.



News coverage involved only 20% of news of developing countries. This is potentially detrimental to developing nations because the news coverage supplied by transnational news agencies has emphasised negative news values (eg: disaster and corruption) and promoted western cultural and political interests (consumerism).

Further the lack of accurate and perceptive coverage of development issues in the western media has hampered and understanding of the needs of developing nations within the northern hemisphere. The domination of news flows by the western news agencies is significant because they supply spot news and visual reports which are the factual basis upon which finished news productions are based. They are thus act as important agenda setters for world news. Only a handful of agencies have the economic resources to maintain a world news service and they are western owned and controlled.

If asked to define news, most westerners would probably reply that it is factual, up to minute information regarding recent occurrences. A news report tells what has happened as well as when, where, and how. A well written news story on international affairs should also be brief to the point relates to the readers own life. Not all cultures argue that this constitute 'good' news reporting but these are all characteristics of news as a commodity.

"Capitalism" as Anthony Smith argues, has always been an "information system; as well as a system of finance and production". The development of international capitalism incorporated more and more the world's unexploited areas in to the global market. Corporations, transportations and stock markets became inextricably combined into an integrated system. At the heart of it "there has to be information, for the central concept of capitalism is the market and in a global system, markets dependent prices and values which are accessed through the distribution of regular reliable information".

With the expansion of western colonialism the creation of a global communication net work, based on the technology of underset telegraphic cables became the under current of the information flow.

In Smith's terms, the world wide information network, quickly became a fundamental support for the development of international capitalism.





- The news media display a lack of independent power, being reliant upon government, corporate and elite sources for both information and economic support.
- Journalists show neither understanding nor interest in the opinions, and information requirements of any other group other than those of society's elite establishment.
- The news media are characterized by a consistent argumentative and political bias to the benefit of those social and corporate authorities.



NEWS AS A SOCIAL GOOD

‘News as a commodity’ is a concept developed in the age of 19th century colonialism. News as a social good developed during the 20th century campaign for decolonisation. This was a time during which former colonies try to modernize quickly through promoting rapid development to the least developed countries. Try to broaden and improve their industries, educational institutions and the general social welfare all out the same time and each as quickly as possible. During the period of so-called ‘late-late’ developments, others have try to accomplish in a few short decades that which took western nations centuries to establish. Such an understanding required large scale projects of social engineering and more centralised planning. Under these conditions, developing nations began to consider news media and its products as social goods. All national assets including information came to be seen as the resources held in common and under absolute sovereign control of the state.

Oil reserves and news items were viewed as essentially equivalent in this important respect. Information was to be employed as a tool for rapid development just as other national resources such as labour and mineral deposits. In fact news and information regarding all national assets was itself a resource which allowed these other goods and services to be more efficiently utilized. Many third world countries now take this position that communication must be controlled and directed by the state. News should concentrate on reports regarding nation wide projects. Such reports are at the heart of the style of developmental journalism.

Developmental journalism centres on long-range works of modernization and its reports are directed at informing the population. It displays a particular concern for reaching the poorest and most underdeveloped areas. In this respect developmental journalism serves as substitute means for educating the public (due to lack of schools) about the correct national and global situation. Due to a lack of financial resources a decentralized media structure is not currently possible in most of the third world. In most cases it is only the central government that has the funds necessary to keep a news agency operating. Therefore news agencies in the third world must be either heavily subsidized or state owned.

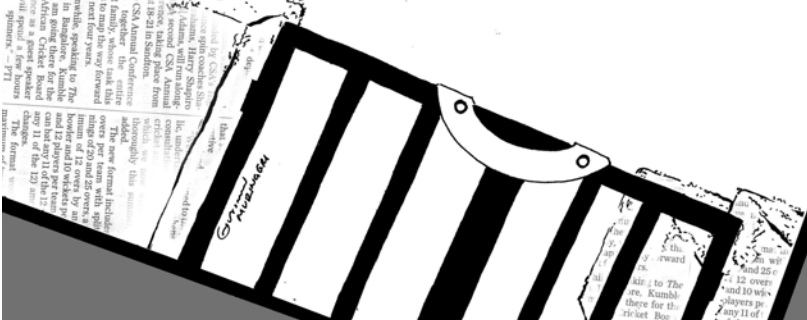


News coming into the nation is usually filtered through the government before it reaches the news papers or broadcast media as the state itself is the subscriber to foreign wire services.

Surprisingly enough this does not prevent the media in most third world countries from adopting standards of critical journalism despite such governmental controls. News going out of these nations, especially that which goes to the developmental news services such as the inter-press services and the non-aligned news pool; usually comes directly from the ministry of information.



news
gathering



News gathering is the prime function of mass media. Mediamates always strive for news. Reporters collect news. They work at field. Sub editors make them as a publishable material by polishing reporter's copy. They work at desk. News production is a joint activity of reporters and sub editors. There are some others join with the production process - printers, compositors, office staff etc., who does not belong to the category of working journalists.

Can anybody be a journalist? Are they possess any particular qualifications? Such questions were raised even in the early years of development of mass communication as a discipline. Every job requires particular qualities and qualifications. Academic records cannot contribute much in the journalistic carrier. Strive for newness and child like curiosity make one fit for journalism along with the linguistic abilities. Titus comments "when you get right down to it, I want some one on my staff who eats, drinks and sleeps news." Genuine interest and news sense is the basic quality of a journalist other than academic qualifications. Sound academic background and experience enhance the journalistic activities.

To be a journalist, some special qualities are necessary. Common sense and command over language are the primary things needed. He/ She should be trained to behave in response with the changing contexts. Analytical ability is an absolute necessity in deciding behavioural pattern. Language is the fundamental tool of journalists. Use it clearly and fruitfully is the basic duty of any scribe. The language of a personality and power of words influence the readers a lot. Other basic necessities are discussed under the following sub heads.

News sense

Find out news is the fundamental job of a journalist. He/She enquires news every where at any time. Try to see news in every incidents and experiences. A nose for news is the essential part of journalism. A journalist should be highly news sensitive; sensitivity to pick out news from surroundings. He/She is compared to a vigilant dog which will smell out things and bark.

Clarity

It is the back bone of journalistic activities. All writings are intended to be read by others. It should be clear. A good reporter will never allow a copy escape her/him unless the meaning is crystal clear. No scope for dual meanings, pun and ambiguity. Clarity of mind create a clear picture. Before writing stories, the writer should make a clear cut idea on the event by gathering information and analysing them.

Objectivity

Being a human being journalists are part of society. There are a lot of possibilities to be influenced by conditions. Theoretically a journalist should be impartial. Personal bias, opinion and interest do not creep in to stories. Assess incidents without take part. To mark journalist's objectivity, it is quoted that a journalist is only a reporter not a judge. His/Her duty is to report not to campaign.

Accuracy

Information appear as part of news should be accurate and authentic. Reporters should check and recheck his/her facts till he/she is satisfied. The role of a sub editor is to check for accuracy. It is particularly important when background is involved. In the case of dates and names, the reporter may rely on his memory. Sub editor must check them from reference material available in news paper office. Accuracy make a news credible. Only accurate information make a news paper believable. Find out accurate information is a challenge before reporters. Select and identify source and collect accurate information mark one of the qualities of scribes.

Alertness

An alert journalist always get worthy news. Scribes are adviced to be alert even while they are sleeping. Scoops do not walk into armchairs. Alert reports smell them and make discussable news items. Records of worthy events mark alertness of reporters.



Speed

Modern life is so much crazy with speed. It is an unavoidable part of life today. Speed in thinking and decision making make a reporter unique. Realize matters speedily provide news pgs. It becomes an utmost necessity where journalism appears as a round clock activity.

Calmness

Media people are entitled to intervene in different occasions with varieties of characters. Sweet and bitter experiences are part of journalistic career. Pleasing and disturbing surroundings bound them regularly. Extreme behaviours and experiences are also possible in beats. Only calmness of mind help to make stories under such situations. Emotions should be tamed by tolerance.

Curiosity

A curious mind seeks answers to various questions. Such minds regularly raises questions. Some of the answers may lead to news. Curiosity of children is attributed to a journalist's quality. In every situation they ask questions and try to find out news.

Punctuality

Be punctual means be in time. In every affairs, journalists are expected to be punctual. Otherwise they loss news peg. It will adversely affect their career. Punctuality can not be imposed by external forces. Timeliness is an achieving quality. Self imposed consciousness on time make a media woman/man timely.

Self discipline

Discipline is the corner stone of any society. It deals with behaviorural patterns. Common sense and discipline are inter related concepts. Self discipline is better than compulsion. Media persons try to keep it properly.

Fearlessness and Frankness

Fear is a big hindrance. A fearless mind can achieve a lot. Fearlessness is an added quality. Face any critical phases with a smiling face. Franknes help to take others mind. It reserves some space to you in others mind. They share matters with a believable, sympathetic and frank minds. Sharing provide valuable news.



Tactfulness

Tactics mark one of the important factors of news collection. Behave tactfully in different contexts. It helps to get more stories. A tactful intervention may help to escape from dangerous situations while you are at work.

Initiative

Only initiative minds create something. Initiation is the most wanted elements in innovations. To make better news, to announce a different story initiation in interventions is an unavoidable talent.

Mobility

Armchair thinking and activities do not contribute creative part of media matters. A good journalist is a mobile personality. She/he should be ready to travel extensively to any extend at any time to score information.

Imagination

Scribes deal with reality. There is no scope for imagination in hard story writing. But a slight piece of imagination is necessary to write soft stories. It will also help in creating attractive headlines. Facts diluted in imagination help to make attractive pieces.

THE NEWS

The concept of news is as old as human beings. But it is believed, 'man is the topmost/noble creation of god'. The concept of god itself is part of culture and civilization. In this sense, concept of news is older than the concept of god. Before the era of news papers, radio or television news exchange orally. Public announcements with the backing of drums and megaphones mark oldest methods of transmitting information. Most of them work decisions of rulers. There are many more examples for different forms of vocally transmitted exchanges.

Local markets were the important distributors of news once. Mass media were not full fledged in those days. People assembled in local markets to exchange goods. They shared not only goods and services but also shared events and experiences in person.

Inns, which provided accommodation facilities to travelers, also contributed a lot in exchanging happenings. Most of the shared matters were extremely personal. Stories, gossips and praises of kings, local leaders and celebrities also exchanged. This type of news distribution methods have disappeared in



modern society. Markets are not even a place of interaction today. But people gather, talk and share feelings and experiences. It is a continuous process. Day by day or moments by moments, it is continuing. Such exchanges of news can be called personal news. It deals only matters concerned with persons, they know each other. Personal news are tamed to personal circles. They may not appear in mass media, if such news are not socially relevant.

Socially relevant news is part of mass media. Such news always appears in media. While personal matters get some relevance in society, it may appear in media. Such news is defined and evaluated in various ways. Based upon editorial policies, techniques used to reap news and perspectives reflect in definitions and identification processes.

News is the chief component of News media. The term news is relatively a recent origin. It appeared as **newis** in 1423, **newyes** in 1485 and **newes** in 1523. Only after 1550 it became **news**. The concept of journalism is closely related to daily activities today. The day to day events are the ingredients of any news medium.

The term journalism emerged from **Diurnals** which relics daily activity. Diurnals coined from a Latin term *dies* means day. As a result of gradual transformation process we used to denote the term journalism for the business or practice of writing and producing news papers or periodicals.

The French term *jour* means day. It is assumed that diurnal could have first transmuted into French journal and then borrowed by the English through a linguistic progression called metaplasm. Metaplasm is a generic term for almost any kind of change in the letter or syllables of a word, whether intentional or unintentional.

What is news? It is a magic question faced by every journalist. Definition of news is varied from one to another when people become different. In a broad perspective the question is answered as **anything can be news**. A lot of incidents are happening every moment all over the world. All such happening are news; but all of them do not appear in mass media. News can be categorized as **Personal news** and **Social news**.

The term news itself indicates four sides ie, North, East, West and South. It shows that news can be flown through all sides of the world.

News is the record of current events. Every current event makes news. But all of them may not be recorded. Those ones, which are recorded, become news in its strict



NEWS VALUES

Various definitions and perspectives determine the relevance of news events. There is no fixed method to decide or distinguish a news event from a non news event. To frame a universally applicable measurement for all contexts is a tiresome task or it is impossible. Still media people utilize a general measurement called News values.

Change

Change is a global phenomena. It is an ever changing activity. “Nothing is eternal but eternally changing” says Frederic Engels. All changes make news.



Conflict

All types of conflicts make news. Conflicts between persons, groups, states or nations are news. The impacts of conflicts decide the importance of news. Speculations and dangers of conflicts also contribute news items. Some times conflicting ideas and statements may find out space in media.

Consequence

Consequences of conflicts or disasters appear as an event in media. It may be an immediate or a long-term consequence. Fear of consequences also provide news pegs.

Novelty

Newness is news. Anything new denotes news. Unusual happenings, strange experiences, curious events and a novel idea are included. Media regularly appear with news pegs and events. Every day they have to tell something new.





Disaster

Conflict may lead to disasters. It is classified into two: man made disasters and natural calamities. Both make news. A news medium cannot avoid a volcanic eruption, which caused death of several lives. It cannot neglect a disaster like major road accident, derailing or air crash. Disasters like Bhopal tragedy or Chernobyl incident were major news stories. In short all type of disasters consume time or space in mass media.

Proximity

An event happens near by us is more interestable than those of distant ones. Our prime concern is of ourselves; then extent to others or neighborhoods. If other things are equal, proximity plays a role of key news value. A small news event like a road accident in which two murdered in America or Uganda does not appear in a newspaper or TV channel in Malayalam. If the dead ones are Keralites, it may be appeared. Here the value proximity works as the key player.

Timeliness

News is a highly perishable commodity. It is compared to fish. News should be used in time; otherwise all efforts behind gathering the event become futile. Timely interventions provide valuable information. In a competitive world, media try to be first with news. They are ready to make available of latest information.

Eminence and Prominence

Anything in connection with an eminent and a prominent figure is news. Personal events like birth, marriage or death and statements, speech, interviews regularly appear in media. Health status, expectations, dreams and



emotions may be shared through media. Popularity or seriousness in approach make one prominent. Issues, controversies and conflicts of celebrities are sensational items.

Progress

Scientific and social progress always create news. Progress of an idea, invention, strategy and any other progress supply news. It is the positive result of efforts.

Human interest

Interest of human beings is diversified. Media strategies decide the level of stories. It appeals emotional sensitivity of mind. It stirs human feelings. Crime, sex, extra ordinary situations, gossips, strange experiences etc are generally interested matters. A separate division called human interest stories is possible in classification of news. It shows the importance of human interest as a news value.

NEWS SOURCES

The question where does media persons get news disturbs laymen while they read, hear or watch news. It is a fantastic question for beginners in journalism. Each and every scribe faces the same at all moments of their journalistic experiences. As news is diversified, sources of news is vast and wide. A journalist gets news from various sources. He gets it while walking on the road or even in a casual talk. A particular source may be relevant for one kind of story; the same may be totally irrelevant for another story. It is necessary to determine appropriate source for each story. The people, places and organisations that supply idea and general information to journalist is called sources.

There is no fixed source for all kinds of news. Still there are various sources. Which provide news regularly. Mediamates always touch with almost all regular news sources as part of beat. A source should be reliable, confirmable, motive, contextual and believable.

Police station, Hospital and Court contribute major sources. Mofussil correspondents regularly visit these establishments to collect news. Every happenings or mis happenings are reported at first in police stations. The follow-ups will be available in hospitals and courts. These organizations do not aim news. Provide news is not their duty. But their activities sometimes contribute news. Journalists smell such opportunities and utilize them to collect information.





Press release/Hand out/Release

Signed or unsigned documents prepared by anybody to publish in a mass medium. Usually governmental or non governmental officials, office bearers of political parties and celebrities prepare it. Individuals also can prepare handouts to publish some news. It is prepared and produced in written form. Every day a number of releases flow to news rooms.

Press conference

A formal conference of newsmen conducted by anybody who has something to reveal through media. The presenter gets an opportunity to chat with newsmen. Face to face description gives a chance to personal interaction and discussion. Though anybody can conduct a press conference, the celebrity or the subject of discussion decides its relevance and importance. Usually it is an exercise of dignitaries. **Media conference** and **News conference** are relative terms used as synonyms of press conference.

Meet the press

Just like a press conference, it is a formal conference of media persons. But meet the press is conducted by the media people themselves to chat with a celebrity or news makers. Media men/women initiate to conduct a meeting and invite intended personality. Discuss matters and share ideas or interests. Practically meet the press and press conference are same; theoretically not.

Briefing

Similar to news conference briefing is a get together of media people. They chat with somebody on live issues. Instead of real office bearer or dignitary, a



spokes person is addressed on behalf of the original source. The authority authorizes the spoke person to deliver matter. Eg. a spoke person address the media people and describe decisions on behalf of the president or general secretary.

Interview

A conversation by some one to somebody concentrating on a particular matter with an aim is interview. Mediafolk always use this technique to explore news. It may be either a telephone conversation or a face to face conversation. Some times it may be an arranged one. This source is applicable to almost all levels. In a sense, every news items are a product of interviews. It can be classified into various groups on the basis of its characteristics. In depth interview, telephone interview, online interview, background personal interview, vox populi etc are examples. Both celebrities and laymen are subjected to interviews.

Speech

All important speeches at any platform make news. Importance of speech is related to the person who has delivered or the subject matter and content of the speech. If contrary opinions are expressed, such expressions are quoted. Supporters of different schools of thought may contribute over the speeches and make it a controversy.

Seminars

Symposia, Conferences, Seminars and Workshops provide news. Papers presented and discussions over papers are news events. Decisions, findings or suggestions also make news. Reporters attend important seminars personally; contradictory opinions, scoops and tip for sidebars make sensational matters.

Governmental organizations

Usually governmental organizations provide news in the forms of announcements and releases. It includes a smaller announcement of a particular project or major governmental decisions. Every events in relation with a governmental organization are interesting news to common people. Allegations, scandals and enquiries suggest news tips. Press persons always watch governmental organizations with an analytical mind.



Non-Governmental Organizations

NGOs are not under direct control of Governments. They have their own projects and policies. They conduct activities on the basis of agenda created by themselves and decisions taken timely. Always these organizations inform their public activities as part of seeking publicity. Scribes reveal some internal /hidden agenda as part of their investigation if it is necessary. A local club and internationally reputed huge organizations include in the category of Non-Governmental Organizations. They seek funds from various sources including governmental assistance. Some NGO supported by big corporates or other agencies act as funding agencies to smaller NGOs and freelance activists. All these matters are raw materials of news construction if wisely utilized.

Background Information

It narrates the background of particular incidents. File copies and clippings are utilized to collect backgrounds. In some cases, narration of background information itself becomes news stories. It helps to communicate a story effectively. Similarity in incidents lead to describe backgrounds of similar cases. It attributes the importance of the news items.

Internet

A network of computers, which helps to interact with computers of all over the world. Internet interactions are not restricted to a particular territory. It connects people world wide. Helps to share inventions, discoveries, new idea and experiences without considering geographical borders and national boundaries. Though internet had started as a mechanism to be used in defense, it is a popular medium now. In a post new media era internet is identified as an unavoidable source of information where it is available on finger tips. Journalists use this facility to find out relevant news items and also seek backgrounds.

Staff correspondents

Media organizations appoint special correspondents to report events at local levels. They are not staff reporters but a temporary arrangement to collect news. **Stringers, Liners, Area reporters** etc are synonyms to staff correspondents. Local reports are



provided by them with a competing interest. Localization of news is the new trend among media. Print media are the pathfinders of localization. Audio-visual media, especially news channels also concentrate on local issues now a days. Certain Malayalam channels have special bulletins to telecast local news items. The competition in news gathering and fluctuating trends underline the authenticity and importance of mofussil correspondents.

Obituaries

Death makes news. Every kinds of death appear in mass media. Media act as an informer of death. An obituary story contains name, age, address, relatives and other details of the dead one. If the story character is a celebrity, media coverage is extended to maximum details on activities, contributions and all other details. Difference in death seeks causes. Media provide separate page and time for obituary. Every facts in this page is important. People read eagerly and curiously. Obituary is a highly sensitive news item. It is dealt with utmost care. Media organizations appoint a sub editor to deal this kind of news.

WIRE SERVICES

Wire services provide news through wire. A reporter works for a news agency collect information from various sources and distribute to media organizations. Media organizations gather wire copies that popularly known as **creed** among mediamates and publish relevant ones. The target audiences of wire services/news agencies are media organizations. Reports collected by a reporter of a news agency do not go directly to the readers; where as local media person's reports distributed directly to their mass audience. Media organizations act as a connecting link between the readers and news agency scribes. Most news agencies have reporters in major centers and headquarters world wide. They are the chief source of national and international news items appear in local media. Journalists work in wire services report issues in an international perspective. Monopoly of international news distribution lies in four big news agencies. They decide how the world should think and what would know. United Press International and Associated Press in United States of America, Reuters in Great Britain and Agency France Press in France are the whole salers of news events. They always keep and reflect the capitalist interest of the west. Services of Indian and international news agencies are available in India. Some of them are:





Agency France Presse (AFP)

AFP is based in Paris, founded in 1944. Its roots go back to the Bureau Havas which was started in 1832 by Charles Louis Havas. It became Agence Havas in 1835. Agence Havas is considered to be the world's first true news agency. The German invasion of France suppressed it in 1940. Independent France witnessed the emergence of a new news agency, AFP in 1944 by former journalists of Agence Havas. Post war French government handed over assets of Agence Havas to AFP. It has a wide network all over the world equipped with sound bureaux and correspondents. They run a photo service and a number of specialized services.



Reuters

Paul Julius Reuter began a service using pigeons to distribute news covers between the terminal points of telegraph lines at the borders of Germany, Belgium and France in 1849. He established Reuters in 1851 in London to supply European Financial news. It started general news business in 1855. Its association with India began in 1860s. The Bombay Times, forerunner of Times of India started to use Reuters as a major news source. Reuters started direct operations in India on March 21, 1866. Now the service is available in more than 150 countries.





Associated Press (AP)

AP is a non profit venture owned and controlled by more than 1500 dailies in the US Along with 6000 US radio and TV stations. The member news papers receive news from AP. In 1848 six Newyork city news papers started AP to meet scarcity of news items and cut-short huge expenses in news gathering. Newyork is the headquarters of AP. Now its service is available in 111 countries. They run more than 230 bureau. It offers daily reports, features, photographs and graphics. Distribute international, national, regional and local news to media everywhere.



United Press International (UPI)

Edward Scripps founded UPI in 1907. In 1930s it established a network of bureaux world wide. UPI is a pioneer in some key areas of news coverage including the wire transmission of news photographs in 1925. It distributes news, photographs, television news, radio news and cable TV programs. Clients include news papers, magazines, radio, and TV. It covers more than 100 countries with 6000 subscribers. Run 230 bureau all over the world. It has been merged, bought and build several times. London based Middle East Broadcasting Centre Ltd bought UPI in 1992.





TASS-ITAR

Telegraph Agency of the Soviet Union (Telegrafnoe Agentsvo Sevestkovo Soyuzu) was the official news agency of Soviet Union from 1925 to 1991. It was established by the Soviet Government in 1925. TASS replaced the revolutionary news agency -Rosta. It operated under the direct responsibility of council members. It had bureaux and correspondents in more than 100 countries. Developed Western nations, Eastern European nations and the Third world countries contribute as clients of the news agency. The international service transmitted in Russian, English, French, German, Spanish and Arabic languages. TASS was the important alternative to resist and expose capitalist news agency monopolies. Following the back up of the Soviet Union in 1991, TASS reconstructed into two branches. Telegraph Agency of the countries of commonwealth (TASS) is assigned to report news of other countries of the common wealth of independent states. The Information Telegraph Agency of Russia (ITAR) reports news in Russia.



Press Trust of India (PTI)

PTI is a nonprofit sharing co-operative of Indian news papers. Founded on August 27, 1947. It took over Associated Press of India and the Indian operation of Reuters in February 1, 1949. Subscribers of PTI include 450 Indian news papers and various media organisations abroad. It runs 145 bureau across the country. Over 400 staff reporters and 300 part time correspondents work for PTI. International news coverage through 30 correspondents and stringers around the world. Distributes news and photo service to subscribers in USA, UK, UAE and Australia. A participant in the Pool of News Agencies of the Non Aligned Countries. Sister concerns include PTI Bhasha, Photo service, Graphics, TV Economic service, Data India and PTI magazines.





United News of India (UNI)

UNI registered as a company on November 10, 1959 and began operation from March 21, 1961. It was sponsored by a group of 40 leading Indian dailies. The administrative head quarters is in Delhi. It has 22 correspondents in foreign countries and 300 media collaborates with 19 foreign news agencies. Started a Hindi service in May 1982 and an Urdu service in 1992. It is the first Indian news agency earn foreign exchange by selling news abroad. Sister concerns include UNIFIN for banking and financial organisations, UNISTOCK for stock exchanges and brokers, UNI Darshan supply news clippings and features for Door Darshan, Photo service, Agriculture service and UNI graphic. UNI is a result of the recommendation of the first press commission headed by Justice G.S. Rajadhyaksha.

Hindustan samachar and Samachar Bharathi

Hindustan samachar, India's first multilingual news agency had begun by S.S. Apte as a Private Ltd. Company. Later it became an employee collective in 1957 with Delhi as the administrative headquarters. It provided Hindi, Marathi, Nepali, Gujarathi, Oriya and Kannada services.

The second language news agency Samachar Bharathi registered in 1966 and started operations in 1967. Four state governments - Bihar, Gujarat, Rajasthan and Karnataka, purchased more than 50% of shares in 1970. Headquarters located in Delhi. Hindustan samachar and Samachar Bharathi merged in 1976 which became a prey to the internal emergency imposed by Mrs. Indira Gandhi. Recently a decision to revive Hindustan samachar made news in media. Unfortunately the effort also became a futile.

SYNDICATE

A Syndicate is a group that prepares and provides specialized materials to print media. Most probable it is an effort of free lancers. They collect information and prepare copy. Instead of providing the matter to a particular organization they syndicate to subscribers. It



acts as a news agency. Syndicates do not prepare daily news events as wire services. Features, interpretative reports, investigative reports, depth reports, developmental reports, success stories and human interest stories are supplied by syndicates regularly. They send serious matters, analysis and edit page articles also. Eminent media scholars, academicians and practitioners syndicate articles which appear in several media at a time. Now a days electronic syndicates also active which supply Radio /Television programs and online articles.

CLASSIFICATION OF SOURCES

Different ways are applied in the classification of news sources. It is classified as governmental sources and non governmental sources. Governmental sources include Legislature, Executive, Judiciary and institutions attached to them. Non governmental sources include political parties voluntary organizations and all other non governmental institutions and persons.

Based upon authenticity, involvement and reliability sources are categorized into three groups. They are Primary source, Secondary source and Tertiary source.

PrimarySource

Provides first hand information on an incident. They are the people who have direct involvement in incidents or they may be eye witness of the incident . Primary source is considered to be most believable. Authentic reporting always seek primary sources.

Secondary sources

When a primary source convey information to a third party, then the source is called secondary source. They have not direct involvement in incidents. They are available of second hand information. They get it by hearing or listening somebody's experience. It helps a reporter to achieve some clues on news events. From this clues he can develop stories or approach first hand sources. Though a secondary source can provide maximum information, it is not considered as authentic as the primary source.

Tertiary source

These sources have not either first hand or second hand information. They are accumulated information from various hands. They can provide limited facts. It is least believable source. This source acts as a sign board. Usually reporters do not consider tertiary source as an authentic one. It helps to get a vague idea on happenings. All tertiary information is checked and rechecked. Reporters approach primary sources in most cases.



ELECTRONIC NEWS GATHERING

Electronic News Gathering used to term the way of news gathering for television channels. It means gather news electronically. Originally it was used to mention clippings available in videotapes where events are recorded in films. The fact is that the arena of television news gathering has completely replaced film by utilising the service of video tapes and digital video cassettes/memory cards. Still most text books on journalism continue to use the term electronic news gathering. It is a just reminder of the days when film was the standard medium of news gathering. Video tape is the standard medium. In a changed context, electronic news gathering is an outmoded term. Satellite feeds of national and international events, Outdoor Broadcasting coverage and TV News agencies cater TV journalism meaningfully and practically.

AREAS OF SPECIALIZATION

Democratization of knowledge and information explosion made it possible to accumulate information to everybody. Popularization of information put a way to specialization. Modern era of education and social analysis consists of specialized sectors. Specialists are active in science and technology also. Media is not an exception. Specialised reporters and editors become important attraction of media world. International, national and regional media cover specialized issues.

Specialized publications and channels are available. Media managements appoint specialized correspondents and sub editors to deal certain subjects. Sometimes they seek help of experts and free lancers as a temporary arrangement. Different types of specialized affairs are possible in media matters. Some of them are discussed under the following subheads.

Agriculture

Being an agrarian society, agriculture is part of Indian life. It is a continuity of long years' experience. Majority of the population involve in agriculture and related works. But agriculture became a discussable matter in media recently. Traditionally it was not a profit seeking business; but part of cultural life. Indian culture, aesthetics, rituals and traditions are based on agriculture and related activities. Green revolution overthrew the concept. Agriculture became agribusiness in post green revolution years, which needed publicity. Media took over charge of popularization of agribusiness. Monoculture emerged. Money became most important factor in agribusiness. Chemical fertilizers and pesticides used widely. Artificial seeds played key roles. Surplus production entered in markets. Media involved in



propagating new methods of agriculture. Changes in agriculture reflected in media world also. Space and time allowed to publish and air news and features on agriculture. Separate pages, columns, programs and publications for agri-news became a reality. Farm journalism developed as a branch of specialization as a result of green revolution and changed outlook. Scribes tried to specialize in farm journalism who are appointed as specialists in various media organizations. Farm journalists act as the megaphones of green revolutionaries. In a changed context where the exponents of green revolution are arguing for an evergreen revolution, farm journalists are shifting their position from green to ever green.

Business

Business journalism is a recent addition in media world, which is one of the fast growing areas of specialization. Post globalization era and neocolonial concepts assure the role and relevance of business journalism. It is the early years of 1990s, business journalism became an unavoidable part of Indian mass media. Liberalized economic policies and competition in markets make



this branch as an important area of specialization. Liberalization introduced opportunities to compete with multinational products. India also entered into global markets. As a result of competition consumers are pushed to the strong current of confusion in the selecting qualitative products. Information on new products became a necessity.

Media took over the challenge. Being a connecting link between producers and consumers business journalists provide new trends in market, information about new products and other financial or economic matters. Multinationals encourage media by supplying sufficient advertisements.

There are columns, pages and programs to deal business matters. Separate specialized magazines to deal financial, corporate and economic matters are there. Within a decade, business journalism fledged with multi faceted characters. Industries, economies and social changes are also come under the canvas of business journalism. In a close watch, business news available in current scenario reflects pro-business interests of investors and corporates. Post globalization era media consider business journalism as the most profitable area of specialization to satisfy their business interests and compete to appoint specialists.



Campus

Campus was the fireplace of imagination, political consciousness and social change. Important leaders and ideological discourses were products of campus experiences. Most current discussions were emerged from campus community. Now^r a days such a serious face of campus is drowned in mere pleasure. The change is also part of social change and consciousness where human beings lost broad social concepts. People who bore such approaches lie as a minor community. Individual success and efforts get more score among new generation discourses in media. Reality shows and SMS crazy voting are the trend setting reality of Malayalam media entertainment world. The same is reflected in campus affairs, activities and productions. Media allow space and time to campus writers and creative peoples. In a changed context, as far as media men are concerned, it is not part of serious out look but of business interests. So they tame youth spirit, experiences and interests in sharing. Separate sub editor is in charge of campus deals the page and programs.



Crime

Crime always makes news. It is one of the major ingredients of media ever. Every crime stories raise curiosity in human minds. People are interested to know something about criminal actions and legal decisions. It is a highly sensitive area. Its relevance is increased when a crime affects the social situation. Usually it is part of general reporting. Important issues and follow- ups on special interest is dealt by specialists. Advanced forms of crime like communal riots, wars, political violence etc are reported by specialized correspondence. Crime is always discussed in relation



with journalistic ethics. A correspondent, interested to be specialized in crime is needed to understand law and order situation, impacts of reports, ethical problems and certain social and legal aspects. National and international media appoint separate journalists to cover crime. Major part of sensational journalism cover crime and related issues in a sensationalized manner. In a period of competition, media utilize crime as a mode of revenue seeking.

Cultural events

Culture opens up varieties of discourses. It differs when communities become different ones. India has a long years history in its cultural developments. Variety of events and tradition is the peculiarity of Indian culture. Classical and folk traditions constitute the cultural consciousness of India. Different religions play key roles in building up of culture. Political scenarios also intervene in cultural affairs. Socio-political changes affect the existing cultural system. To specialize in cultural affairs is a tiresome task. It includes different forms of activities. Pluralism of cultures is most important factor in cultural analysis. It is directly or indirectly interacted with all affairs of human beings. Entertainment activities are of different categories which is the most important and useful ones in media activities. Each and every sub classifications are areas of specialization. Literature, dance, music, festivals, instruments, carnivals, theatre, paintings, architecture etc are some of the possible classifications. The possibility of multiple classifications is higher in this field. For example, dances can be divided into folk and classical. There are varieties of folk dance forms even in a small region like Kerala. In classical tradition there are various forms like Mohiniyattom, Bharathanatyam, Kuchuppudi, Odissi etc. At the same time semi classical and semi folk items like Ottanthullal also can be seen. Study all these dance items is not easy. A general awareness on cultural diversification is only possible to a cultural reporter who works in a land area like India with an over loaded and over crowded events. Media utilize service of experts or exponents in relevant fields to contribute articles to meet special necessities.

Development

Human development in all senses makes history. All types of development construct news. Pre independence journalism did not identify the cause of development fruitfully in India. Till internal emergency, the media position continued. Developmental journalism is the output of internal emergency in India. Mrs. Indira Gandhi declared internal emergency in 1975. It was a period of cruel actions and atrocities against democratic rights and rides. Press was oppressed. Freedom of speech and expression suppressed which affected



adversely the media sector. Imposed strict censorship. Appointed censors to evaluate and take decisions whether a news item is publishable or not. It was a challenge to journalists to report by obeying imposed rules. They had only two choices - either obey orders or protest by stopping press; they will cease press, punish imprisonment to protesters. Those who were ready to obey brutal orders, thrown to a new confusion. How to fill columns during the period of scarcity of news became the new challenge. To overcome the situation, they tried to report 'harmless' developmental issues and activities. Their concentration stuck on such issues where the whole society is striving for an alternative. In such a sense developmental journalism in India is a bastard of international emergency. Even today developmental journalism lies immature. Our media do not give much importance to developmental news events, they are interested to report some superfluous matters. They do not consider deep rooted analysis of developmental policies and community involvements. Lack of theoretical background, holistic approach and practical outlook as a discipline are the major hindrance. News in relation with developmental activities appears in media as part of general reporting. During the period of Peoples Planning Campaign in Kerala mark the peak period of developmental journalism in regional media scene.

Education

Educational news appear in media regularly. As far as Indians are concerned, education is a fundamental right. Every thing in relation with education make news. It includes curriculum revise, infrastructure, student organizations, employments, managerial aspects, policies and political decisions, History of news marks general discussions and agitations on educational causes. There are programs and publications for educational matters. University Grants Commission's programs in Doordarshan Vidyabhayasa rangam in All India Radio are examples. The govt of Kerala initiatives like EDUSAT system and Victors channel are best example for alternative way of utilising satellitie facilities to promote education. Varieties of publications, which deal only educational things also available. Dailies also offer pages and supplements to deal educational contents. These efforts are the out put of the revised curriculum and activity based learning experiences. Aksharamuttam (Deshabhimani), Vidya- previously Kutti.com- (Mathrubhoomi), Velicham (Madhyamam), Padippura (Malayala Manorama) etc are



examples. They deal curriculum based classes, lectures and study materials. They look like an alternative for guides. Philosophical approach to education as a system which influences socio economic and political change does not be part of specialized programs.

Environment

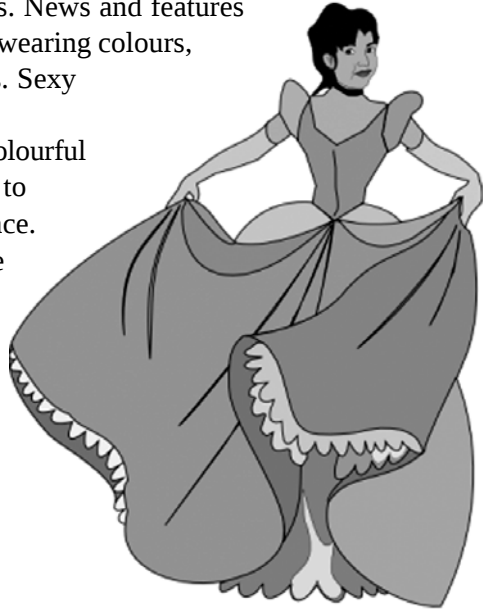
Environment means the surroundings where human beings and other living beings exist. The study of ecosystems in relation with the surroundings is called ecology. In environmental journalism reporters bring news on environment. Human intervention makes changes to ecosystem and the environment. Most of them are destructive. All destructions make deep hurt to the existing environment. Impacts construct news. In a holistic approach environment and related issues are not only attached closely to human beings but also to whole living beings. Environmental conditions decide even the existence of living beings. Everything comes under the broad canvas of environment. It is a vast and wide subject. As part of “development” new problems arrive. Evaluate such problems at grass root level is important in environmental reporting. There are a lot of sub classifications, which are extremely specialized areas, are possible. Sustainable development, indigenous technologies, industries, pollution, toxics, fertilizers, water bodies, hills and mountains, physical, chemical and biological changes, marine ecology, avian biology, climate change etc are some of them. Environmental economics, education and green politics are topics of discussion in current world. Media provide news and features on several aspects of environmental issues. To specialize in environmental journalism is not an easy job because of its complex and diversified characteristics. There are only a few journalists try to specialize in this field who considers ecology as a serious issue. See and foresee other living beings and non-living beings as self and share equal life and concerns become the philosophical aspects of environmental activism. There are a lot of publications and channels concentrate on environmental issues. Even under serious and on going threats, environment and related interests is an intellectual exercise. It is not an issue of commons though recently such issues contribute certain discussions. Mainstream media focus on the sensitive part and discard the theoretical aspects.

Fashion

Fashion is a passion among youngsters. They are behind fancy concepts of beauty. It leads to a new trend, ie fashion. Teenagers and youth are the target



audience of fashion and related issues. News and features also appear in fashionable manner by wearing colours, attractive packages and glossy papers. Sexy language and simple narration is utilized. Ornamental description with colourful pictures attract the audience and lead to fantasy of such a world and appearance. Cosmetic items, soaps and textiles are major sponsors of such features. Fashion technology is a glamorous course now. In such a scene media cannot avoid fashion. So they also compete to present it in a fashionable style. Women and youth magazines explore maximum by providing fashionable dishes.



Film

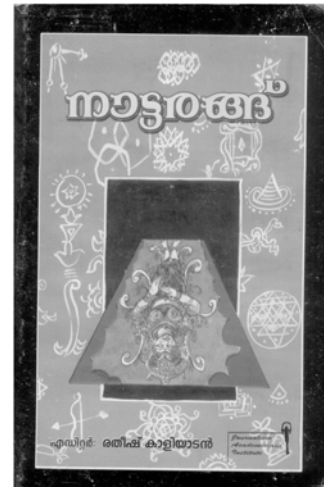
It is a medium belong under the title mass communication. It is different from print, radio and TV. Film is an audio visual conflict. It embodies time space relationships. It proceeds from a premise through a progression to climax. A text that inter weaves the material together in an orderly and coherent fashion. Film provides an experience that cannot be found elsewhere. It can analyze an emotion or an idea into a visual image. Words can be integrated with the images which become inseparable. Film would contribute varieties of events which appear as news in mass media. Feature stories, personality sketches, success stories, gossips and serious reviews are possible. Pre-production, post-production and other activities are reflected in news. Cinema has its own language of signs and symbol. Each and every imagery speak something. Reviewers analyze and read various aspects of film language and theme.

Folklore

Community is the laboratory of folklore. When community and their needs become different, folk forms also differ. There are a lot of folk items. But a universal form and face is not possible. For example numerous performing folk forms like Theyyam, Thira, Chimmanakkali etc. can be seen in a strip of land - Kerala. But all of them are different folk items. It



is different in costumes, songs, idea and presentation. Folklore has multifaceted streams. All cultural events have folk versions. Literature, Dance, Theatre, Music, Instruments, Festivals, Painting is occupying folk versions. Direct intervention of folks and additions are its own peculiarity. It is in relation with ethnical and cultural reminiscence of human activities. Colour, presentation style, rituals, decorations, actions, contexts, backgrounds, instruments, usage of language and devotion with the medium is important in folklore analysis. Folks attribute godly relevance to this medium. It achieves a higher stand than a medium for mere communication through this attribution and becomes more sensitive and heart touching. Theoretical analysis, definitions and schools of thoughts are emerging in this field.



Folkloric journalism is not a specialized area today. Scholastic approaches, studies, research works and books are there on folklore. It become an academic discipline in universities. But folkloric journalism is an upcoming concept. A very few attempts can be seen to promote folkloric journalism. Though theoretical aspects and definitions are not considered seriously a book **Nattarangu** (Edited by Ratheesh Kaliyadan, June 2002, Journalism Academicians Institute, Thiruvangoor, Kozhikode) by the journalism students of Thiruvangoor Higher Secondary School is the first initiative in Kerala to report folklore. There are a lot of indepth studies and reserach works by folklore scholars. But from the part of journalism students and academicians Nattarangu become the novel initiative. The Hindu reports “Already we have several areas like environmental journalism, developmental journalism and so on. Hardly any one in Kerala had made an attempt to tell journalists that there is great potential for exploration in folklore. Another journalistic branch is bom in Kerala with the laudable attempt by journalism students of Thiruvangoor Higher secondary School, Kozhikode” (AbdulLatheef Naha, *The Hindu*, July 29, 2003). Another efforts of the same institution were also became the follow up of their initiation by publishing Arulappadu, Karshikam and Kadaloram. Theoretical and practical contributions in folkloric journalism as a discipline is the utmost necessity to build up it as a full-fledged area of specialization.



Health

Time was when the Indian medical field was in tune with ethics, but now thanks to globalization and submissive governments, we have sold out right to medical care to multi national pharmaceutical junks and greedy private hospitals. Here health becomes a political question. Maintaining public health is one of the prime duties of any state. It was a holy affair for the ancient India. Medical practitioners gained high social status. India under British rule faced a transition to modernity in all walks of life. Popularisation of modern medicine along with commercial interests made health a political and social issue. Media raise several issues in relation with health and hygiene. Invention of new remedies and emergence of new disease make health a discussable matter. Journals publish new developments in medical field. Consumers of such journals always be professionals. Privatization and commercialization added new dimensions to public health. Television channels, radio and print offer varieties of programs. Majority of contributors in technical journals are medical professionals, researchers and experts. General media cover as part of general reporting. Popular health publications combines these two elements of journalism.

Science and Technology

Scientific and technological enquiries change the world order. Developments in science and technology reflects in social changes. Democratization of communication technologies popularized information. It helps to spread latest inventions to the whole world with an immediate effect. Every innovations, inventions and discoveries make news. There are technical journals, which cover scientific matters only. Others cover scientific matters in a simple version. It is a science journalist's duty to transplant a complex scientific result and transcreate it into a simple and digestable news. To specialize in this field, reporters should be familiar with developments in science and technology. Academic input and background in sciences and related subject help the reporter to specialise in science journalism. They can gather information from journals and from experts. Personal sketches and experiences of celebrated scientists, chronological presentation of certain developments also available in media. Magazines, channels and radio programs are available that specializes in science and technology. It appears as part of daily activities also. Specialized media in separate branches also available. For example information technology is the most familiar matter of discussion in this field. Publications



concentrate on Information Technology and related interests are there. News related to scientific development is part of general reporting especially in news papers and news channels now a days.

Sports

Sports man spirit is directly associated with youth spirit. People are interested in sports and related issues. It is a popular area of specialization. Media people identify the spirit. They provide separate columns or time to present sports news. In special occasions it becomes front page / cover page story. Anything in relation with sports stars and events are attracted. Media appoint specialists in sports. Competition between media makes it fashionable to send the reporters to the place of events to cover major sports events. Live coverage and commentaries are popular in current media scenario.



Tourism

Travel writing is an upcoming area of specialization. Tourism promotion is considered to be an industry. Tourism industry is a fast growing revenue generating source. Government and private organizations try maximum to attract tourists.

They need media support. Media people encourage tourism by giving enchanting stories on tourism destinations. Attractive Imagery and slogans contribute in the growth of the industry. For example in tourism terms Kerala is 'God's own country'. Specialized tourism magazine become popular. Mainstream media also provide space and time for travel writings. Stories on destination points, facilities, carnivals, life and nature are some of the components of travel journalism. Even in regional languages travel writings appear as a craze.

Women

Feminist ideologies created discourses on gender issues. It is a political question today . In a world of commodification, women also considered to be a commodity. She is an object of make gaze, an exhibit or a spectacle rendered. The idealization of women originates in the fear of castration. Feminist activists and groups question such a concept. Media intervene in this field and publish varieties of opinions. Gender issues become a popular discourse in current



social discussions. There are programs and publications strictly for women, which deal problems of women in detail. Unfortunately majority of them are contradictory to the real feminine causes. They help to reinforce such a view that women are unequal to men and are exhibitants. They deal how to wear fashionable dresses and deal family to please the male counter part. Ideologically majority of current women publications and programs help to assert anti-women values and morality.

SALUTTING WOMANHOOD

What can a tailor do? Does she decide the destiny of a suit only? If your answer is YES, you are wrong. Here is a wonderful experience of deciding the destiny of womanhood.

The under estimated sections of workers wrote a novel chapter in the history of struggles a century before. On March 08, 1908, a group of women dress makers from New York City united for an agitation against the low graded life situations. They dreamed a better life. The struggle marked historic one. Remembering the agitation, working women celebrate International Women's Day on every March 08 since the 1900s.

Agitated women dress makers raised their voices boldly and their demands strongly. The major demands were: shorter working hours better pay and equal voting rights. Thousands of dress makers took part in the New York City march.

Women were treated pathetically in those days all over the world. They were an 'oppressed classes. Gender inequality was on the peak of male domination. The discrepancy reflected in every nooks and corners of women activities including the work places. Agitation for social change is a push of long years' oppression.

Male dominated cults never considered women as a human being with self-esteem or responsible womanhood. To the orthodox male dominators, women are 'child producing factories' and 'our child bearers'. In India, women were not allowed to cover their nudity properly. Especially denied right to wear dress the chest and parts. The breast and parts exhibited openly due to 'cultural restrictions'. Casteism played an important role in designing the dress patterns of India. Lower caste women were the victims of such brutal exhibitionism. At the same time, part of rituals some elite caste women also became part of the same exhibitionism occasionally.



Working women were on the fore front of celebrating the International Women Day. The day is utilized to remember various agitations and milestones in the history of women folk. The celebration motivated various agitators to design and redesign ideological strata of their activities.

It was the second International Socialist Women's Conference held at Copenhagen on August 27, 1910 decided to observe March 8 as international Women's Day. Women activists from Socialist parties, Progressive movements, Working women associations and others celebrate the day with their own vision and mission. To restructure women life and build up equality is their major need of the day. To achieve the goal we have to march several miles.

In the midst of leftist and socialist shouts and celebrations a new party now joins to the avenue of International Women Day celebrations. They are the capitalists those who invest capital to produce cosmetic items and beauty added commodities. The showcases of these producers are attractively decorated with liberation slogans. Ultimately they hope that the underneath of all liberation activities and protests are to exhibit themselves in attractive suites of cosmetic items. What a challenge! Without wearing our ornaments how can you lead an agitation? If you are not using our talcum powder and facial creams how your faces can will be accepted by your audience? If you hesitate to wear latest fashions what do your followers think about you? The questions continue through attractive advertisement packages. Our new generation 'activists' surrender before such questions and quotes knowingly or unknowingly.

United Nations suggests specific theme for the International Women Day celebrations. This year's theme is: Equal access to education, training and science and technology: Pathway to decent work for women.

A century back, the pioneer agitators shouted the same or related slogans in the streets of New York City. Even after 100 years we realize that the condition of women is not uplifted much. Human right violations, atrocities against women, increasing rape cases, and dowry related tortures, sexual harassments, physical and mental malice.... The never end list continues. A shameful realization to the sympathizers of the needs of our sisters.

(www.mediamarx.blogspot.com)





COMIC STRIPS

Stories could be told in different ways. Comic strips are a story told in a series of pictures. Most probably they are published in news papers. Cartoon figures and caricatures are usually used to tell stories. It was an exclusive item for particular news papers once. Now a day, syndicated comic strips are available which appear in more than one news paper at a time. The Newyork Daily graphic was the first newspaper provided space for a comic strip. The era of comic strip commenced with professor Tigwissel's Burglar Alarm published on September 11, 1875 in The Newyork Daily Graphic. In UK, Daily Mail published Adventures of Teddy Tail from April 5, 1915 to October 25, 1960. It was the first comic strip appeared in a British news paper. Comic strips have a major role in popularizing news paper by attracting the common people. Penny press movement and related developments are influenced by comic strips.

CARTOONS

Comic strips and cartoons are part of mass media today. Almost all news paper and Television channels use them. Social, political and cultural issues are concerned as subjects for cartoons. Humorous, simple approach in presentation is the prime character. It appeals all walks of lives. The term caricature was derived from an Italian term *caricare*. It is a compound of an Italian sound *carattera* which means character and a Spanish sound *cara* which means face. So caricature reveals the character of faces.





Cartoons developed from caricatures. In other words various development in caricature drawings gave birth to cartoons. The term cartoons was derived from *cartone*, an Italian word used in the sense of humorous presentation. Cartoons or caricatures were not a weapon for social political criticisms. It was part of self expression as paintings and considered as part of visual arts. Agostino Karachi, Leonardo Dawinchi and Berniniel are some of the great artists who used

caricatures as part of self expression. Historically comic strips, caricature and cartoons have unavoidable relevance in mass communication.

The first news paper cartoonist Francis Carruthers Gould was appointed in 1888 by the Paul Mall Gazette. By the 1930s the Daily Mail, the Daily Express and the DailyHerald enjoyed circulations in the millions.

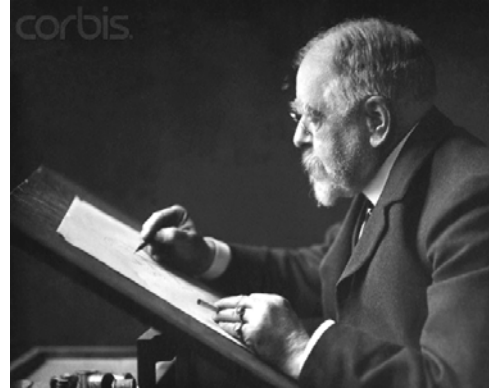


Cartoons can be broadly categorized into two. They are humorous cartoon strips and political cartoons. Cartoons played a key role in the trend setting of modern journalism since the 19th century. Penny Press and Yellow journalism are the classic examples for the cartoon influenced trend setting in news



presentation.

Most discussable trend in journalism - Yellow journalism - is indebted to this art. Joseph Pulitzer's *The New York World* published a pocket cartoon *Hogan's Alley* regularly. In this cartoon appeared a yellow kid - a small child whose dress contained a dab of yellow. It carried to its extreme. The search for human interest begun by the penny press. From this comic strip the yellow designation for sensational reporting has originated. Cartoonist Shanker is considered to be the father of Indian political cartoons. First pocket cartoon in Malayalam is *Kittumman* by Yesudasan.



Major characteristics of cartoons in our news media are:

- They are essentially graphic in a verbal medium.
- They exaggerate and distort while news papers typically stress factual accuracy and impartiality.
- They often play on reader's emotions while news offer evidence and reasoned arguments.



trends in journalism



Advocacy journalism

A reporting style that openly advocates a position or cause, such as feminist reporting, radical reporting from a leftist perspective and so on.

Alternative press

Special interest news papers that promote ideas counter to conventional norms or beliefs. Such newspapers were popular during the late 1960s and 1970s. They stood for alternative ideologies, values and practices. These press are non-profit venture to represent special interest groups who feel their ideology, viewpoints and experiments are neglected, alienated, marginalised or suppressed by mainstream media professionals. In Kerala, little magazines and thematic news papers occupied the role alternative press.

Armchair journalism

Reporting by simply sitting on a chair. Such reporters do not experience real pain of news gathering.

Cheque book journalism

The practice of media people paying for information or for exclusive interviews dates from earliest origin of the modern press. Exclusive stories have a market in circulation competitions.

Citizen journalism

The art of citizens playing an active role in the process of collect, reporting, analyzing and disseminating information. It might be done for political or social motives by trained people, by activists and by people who are typically excluded from representation in media: low income, minorities and other marginalised groups. The term citizen journalism first appeared in the book *We The Media of 2004* by Dan Gillmor. Citizen journalism is also known as participatory journalism.

Colonial press

News papers produced in colonies. Generally British regime controlled them. Designed for more educated and affluent members of society. Language press in colonial India were known as Vernacular newspapers.

Commercial paper

An early form of American news paper devoted to the business, commercial and financial communities. After flourishing the business journalism, we have commercial papers fully specialises in business journalism.

Cross media ownership

A person, company or corporation owns both newspapers and broadcasting stations. Malayala Manorama who runs Daily, Magazines, Radio Mango - FM radio station and MMTV is an example from Kerala for cross media ownership.

Digital information

Any information that has been transformed into numbers. Computers are using a binary system to transform letters into numbers.

Elite Press

News papers prepared for and distributed to well-educated members of society. Emphasis is placed on information and intellectual content. In the words of US Government, Elite journalist work, live and travel as part embedded journalist or the units with which they are embedded to facilitate maximum in depth coverage of US forces in combat. The US Government acknowledged that “our people in the field need to tell our story.” Elite journalists are viewed as the best way to achieve this propaganda.

Ethnic press

Designed to be read by a particular ethnic group. The term ethnicity is



derived from Greek term *ethnos*. It means people or nation. An ethnic group is a cultural phenomenon with certain specifications. Tradition, language, religion, custom and common experiences form the salient features. Majority of ethnic publications appear in community's language.

Event centered news

News concerned with specific issues. Issue based publications come under this banner. Various activist groups publish such news papers.

Free press

A social and political arrangement of laws and practices that permits media to present what ever they wish to the public.

Ideographic writing

A form of writing in which simple drawing or stylised marks stand for particular idea.

Immediate reward press

News that is extremely perishable. It has an immediate pay off for the reader. Press stands for such a motive is immediate return.

Investigative reporting

Reporting that emphasizes the careful assembly of facts inorder to gain the inside story and expose wrong doing. Investgative journalism became a distinct way of professionalism in Britain's up market press and television in 1960s.

Jazz journalism

A form of yellow journalism that persisted into the 20th century. It was characterized by the tabloid format. They extensively use dramatic photographs.

Journalism review

A publication, usually produced by professional journalists that criticizes the practices of the media.

New journalism

A style of journalism that emerged in the 1960s in which writers expressed their feelings and values. It is used techniques usually found in fiction like extensive description. Tom Wolfe and Hunter Thompson were the pioneers of new journalism.



Objective reporting

Impersonal style of reporting. It emphasizes the facts rather than interpretations or opinions.

Partisan paper

Newspapers published or controlled by political parties or interest groups. Present its points of view more or less exclusively.

Penny press

First mass newspapers. Originated in the early 1830s in New York. They sold papers for a penny in the street. Made profit from advertisements.

Phonetic writing

A system of writing in which each letter indicates a specific sound of human speech.

Pictographic writing

An early form of writing in which ideas were represented by simple drawings. Arranged in a sequence, the drawing could tell a story.

Political papers

News papers controlled by political parties. They emphasize the point of view of the political groups. Party press constitutes major portion of journalistic activities in Kerala. Deshabhimani the mouth organ of Communist Party of India (Marxist) is the third largest news paper published in Malayalam. Chandrika (Indian Union Muslim League), Veeekshanam (Congress -I), Janma Bhoomi (Bharathiya Janatha Party) and Janayugam (Communist Party of India) are the other partisan news papers of Kerala. Television channels namely Kairali, People, Indiavision and Jai Bharath TV, are partially owned by political parties or their activists.

Popular press

News papers that are prepared for and distributed to people in all levels of society. They give less emphasis to intellectual content than to entertainment.

Pornography

Printed material, pictures or movies that give explicit portrayals of people in sexual situations.



Precision journalism

A form of reporting that makes extensive use of the methods of social science.

Process centered News

Complex news that goes beyond a single, fragmented report to convey a comprehensive understanding.

Tabloid

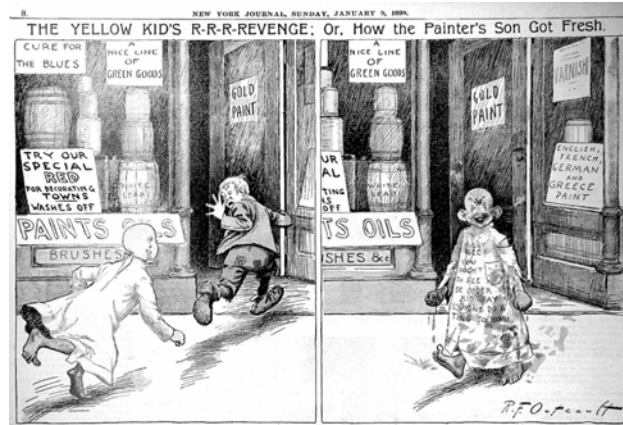
A news paper whose pages are usually about five columns wide. It is about half the size of a standard news paper page. It was originally associated with sensationalism. Today the term commonly applies only to format, not content.

Yellow journalism

A late 19th century type of news paper publishing that placed profit above truthfulness. Emphasize sensationalism, human interest and reader appeal at the expense of public responsibility.

The term coined from the yellow shade of a skirt appeared a cartoon series called *Hogans Alley* by B.F. Outcault in Joseph Pulitzer's Newyork World. The cartoon attracted ordinary readers well. Thanks to the popularity of Hogans Alley, the circulation of the news paper increased. Pulitzer's rival William Randolph Heast borrowed B.F. Outcault and his cartoon series by offering more royalty. The

cartoon series appeared in Newyork journal, the number one rival news paper to Newyork World. Joseph Pulitzer appointed another cartoonist and continued the cartoon wars. Both cartoon series published a girl with an yellow skirt. From this yellow shade, the type of journalism which uses emotional sensibility to market news items and events were being named as yellow journalism among the American journalists. Now a days the term yellow journalism is used to mark the trend to publish sensational news. Crime, sex, violence, scandal etc. are highlighted in a decorative manner of presentation.



writing
for
mass media



5

How to write is as important as collecting news. Media critics point out that delivery is important than pregnancy in journalism. Only a written form of news can be published. A news gets its value only if it is appeared in media. The rule of writing is applicable not only to news but to any form of pieces like features, literary works, letters to the editor, personal letters etc.

According to Roland Barthes Language is literature's Being, its very world ; the whole of literature is contained in the act of writing and no longer in those of thinking, portraying, telling or feeling. French philosopher Jacques Derrida claims writing is a better model for understanding how language functions. In writing the signifier is always productive, thus introducing a temporal aspect into signification which undermines any fusion between signifier and signified. Above quotes underline relevance of writing and its importance in discourses not only in journalism but all other forms of writings.

Make a reader understandable that a writer is intended to communicate is the prime aim of all writings. Difference in approach to a subject matter forms different formats. It may be poetry, short story, novel, drama, essay, news or feature. Point of view is the basic necessity to identify and capture a subject matter. It is shaped into varieties of forms in relation with the points of view. It expresses how one absorbs things and interpret. It reflects the way of thinking. Points of view

is created in association with the historical and ideological existence of personalities. Each and every persons are not isolated islands. All of them have their own history which is constructed with the interrelationship of social attitude, behaviour and commitment. It influences all activities including points of view.

Writers utilise different methodologies to create their idea. First person and third person narrations are two ways of writing. In first person, the writer directly shares the whole events just like his own experiences. It feels like a soliloquy or aside. The whole process is in first person. The writer himself is the central character. This method points out narrator's personal involvement in events. It is highly personal. Reporters used this method in the earlier years of journalism even in hard stories. Modern journalism gave away this method in writing hard stories; but use in features and soft stories. Creative writers use this technique widely to create personal impacts to literary pieces. Third person narration is a description of an observer. One can describe whole idea or events as a third party who does not involve in the affairs directly. The describer has no personal involvements in subject matter directly. As a third party he/she just narrates what has seen or observed. To fulfill the concept of news writings modern news writers lavishly use third person narration as the fundamental technique of news writing. Current concept on news is of objectivity. The reporter is only a reporter who does not involve or comment. Her/His duty is just to report facts.

Media practitioners are advised to keep a mindscape to resist his own bias creep into stories. Theoretically, journalist's loyalty is to the public. Objectivity is considered to be one of the important factors of news writings. It is the strength of journalism. According to Walter Lippman objectivity has two meanings.

The work itself:

A story is objective when it is balanced. The reporter does not include their own opinions, feelings and biases.

The tradition:

Journalism represents an impartial third party, the one that speaks for the general interest. Journalism is an institution apart, changed with supplying society with reliable, impartial information.





TIPS FOR GOOD WRITING

News writing is the art and science of knowing what to leave out and condensing the rest. Since no event is similar to another event, there can be no rigid rules for writing stories. Jim Bishop of *Gannet* news paper enlists some tips for good writing.

- Be fair. Presenting all sides of a story is not copping out.
- Observe good taste.
- Make the lead provocative, clear and simple.
- Sentences should be short.
- Quotes improve a story. Use them.
- An important story need not be long.
- Select adjectives carefully. Too many are dangerous.



- Do not be impressed with an important assignment.
- Go directly to the source on every story when possible.
- Leave no reasonable question unanswered. Do not assume readers know the background. Do not be afraid to write a good story that you think readers already know.
- Be polite, but do not be servile.
- Get details. If your congressman wears high top shoes scratches his ears uses a spittoon, you have created a word picture.
- Don't be afraid to try something that is not in the book.
- Even if you have mastered the language, use short and easy words.
- Stories are improved by the injection of the time element.
- After the lead, blend the story from paragraph to paragraph.
- Don't insult a race, an ethnic group, a minority group or other separate entity. Identify when it adds information. The distinction is thin at times.
- Don't abuse your privileges or the weapons of your industry.
- Admit errors quickly and fully.
- Name the source of your story when possible. If it is an expose from a confidential source, protect that source.

Author v/s Narrator

Author narrator conflict is an usual practice in serious discourses on writings. Both are describers. But there is a slight difference between a narrator and author. A description of an author is authentic. An author of a particular piece of writing is really a creator. All information available from an author is based upon a serious analysis whereas a narrator may not be studied well in detail. In most cases, narrators narrate copies that prepared by others. It is possible to state an idea directly by an author. At the same time author can appoint a character to narrate her/his view. In television and radio journalism these two become different in various aspects. A reporter in these media collect information and prepare copies. They send stories to desk. After completing the process of editing, the stories go to the narrator's hands. The narrator presents it neatly. Here the narrator's job is to present the story prepared by others. In other words announcers, news readers, comperers hold the post of a narrator in an electronic media environment.





STYLE AND STYLE BOOK

Style of the news paper expresses its individuality. Personality of news media and policy decision are reflected in styles. It distinguishes a medium from another. Style reflecting characteristics may be either external or internal. External style is expressed by the physique. Internal style is expressed through behaviour, mannerisms, and creativity. In each creation individuality is reflected.

Each and every media follow particular format. Difference in format, narration and presentation of items are based upon a document which is called style book.

It is a detailed document on various aspects of media organization. All activities, especially editorial works are designed on the basis of style books. Presentation, language, point of clarification, rules, reminders layout, important spellings, policy matters etc. are mentioned in it. For example a familiar style is easily identifiable though the name of the publication is not mentioned. Style books are available in print, electronic and world wide web based versions now a days.



print



Mass media are of varieties of forms. They are technological means of transmitting messages to a large audience. Technological devices and target audience are preliminary characteristic of mass media that make them different ones. Normally Print, Radio, TV, Film, Folk and New media are considered to be as organs of mass media.

The innovation of movable types by Johannes Gutenberg in 1455 was a turning point in history of mass communication. It paved a path to the development of print journalism. Socio, economic, political and cultural changes along with science and technology made print media a technologically advanced form.

Portability of printed matters make it a unique medium. A News paper, Magazine or a Book follows the reader to anywhere at anytime if he/ she is ready to carry it. Portability and permanency open up a possibility to rereading the matters. A matter printed once is for ever. Any reader can check and recheck it. Most historians and social science researchers use print media as an important source of information because of its permanency.

Print is affordable to everybody now. Competition between media organizations lead to Penny press which made cheaper availability of print media. Today it is affordable to laymen also. It reaches to wide range of audience. Every nook and corner of our towns and villages bound with varieties of publications. Strong and sound networks of agencies make publication reachable to the real audiences wherever they are.

Different from other media, print is distributed by human hands. News paper boys and their boss (agents) are the cream and core of print distribution. Agencies directly distribute matters. In some cases media organizations especially magazines / periodicals seek help of other agencies like postal services. The process of distribution is absolutely manual.

A periodical appears in a fixed period. It may be in a week, month fortnight, bimonthly, quarter or annual. Periodicity and formats constitute some other characteristics of media. Dailies are of full size. Tabloid daily news papers are also available. Size and formats are decided by the publishers.

Contents categorize items into various groups. News, features, persuasive writings, literary pieces, comic strips and cartoons are some of them. Each and every form can be classified into special categories.

Illiteracy is the major barrier in communication through print. An illiterate can not understand what has written or printed in a publication. Physical and mental strain is also necessary.

ORGANIZATIONAL STRUCTURE

Organizational structure is important in its existence. Every news paper organizations follow a fixed grid. The institutional character of the news papers require an organisational structure that it pays full attention to mass standards of good estate.

Structure of a news paper is broadly divided into two. They are **Structural** and **Functional**. In structural wing machines, building, other infrastructure and man power are included. Where as in functional wing row materials, process, products and consumers are included. As far as a news paper is concerned both functional and structural functions are important for its smooth run.

Bruce Westley divides news paper work into three basic categories which include in structural division. Each of these departments is distinctly different yet each is wholly dependent on the smooth functioning of the others. These areas of responsibilities are usually referred as business, mechanical and editorial. Working newsmen are more likely to call them in order the Front office, the Back shop and the News room.



THE FRONT OFFICE

Like back shop and news room, front office includes in structural wing. It includes business office. The business office is the counting house of the news paper profession. It has obvious duty to keep the organizations afloat financially . The news paper business office operates pretty much like any other business offices. Ordinarily it has major divisions: Advertisement department, Administrative department, Audit department, Circulation department and Promotion department.

Advertisement department

Advertisements are the chief source of income of a news paper. In a profit oriented media world, advertisements act as the driver of media organizations .Advertisement marketing constitute the chief function of advertisement department. They accept advertisements. Usually news papers publish two type of advertisements **classified** and **display** advertisement. Majority of time and space is allotted to advertisement in current media scenario. They influence news. In some cases advertisers are powerful to decide which news should be appeared or not. Advertisement department present a statement which narrates daily advertisements. All responsibilities of published advertisements go to the advertisement department. It is headed by the manager with assistants and advertisement marketing executives.

Administrative department

Managerial activities of an organization is under control of administrative department. General Manager or Managing Editor is on the top of the department. He/she will involve in overall administrative activities. Office administration and management is the prime task of administrative department.

Audit department

Financial matters of media organization are dealt by the audit department. All financial transactions are audited. Economic matters of the organization are designed and implemented. All revenues and expenditures are closely analysed and prepare a balance sheet. They evaluate financial status of the company. Chief auditor is headed.



Circulation Department

Circulation of news papers mark the popularity of the organization. Popular organizations get more advertisements, which compliments main revenue. Good network is the basement of circulation. Every print media try their maximum to achieve increased circulation of their products regularly. Circulation activities are dealt by the circulation department. They organize research activities and operate methods to increase circulation. This department makes strategy on circulation to popularize the medium. It is headed by a Circulation Manager. Business executives and news paper agents are under the control of this department.

Promotion department

Promotion is essentially the Public Relations department of the news papers. The whole activities, especially the production make the core of Public Relations. Where a separate promotion department exists, it is usually responsible for initiating promotion policies. Subject to approval of the publisher and usually coordinates the promotional activities of other departments. Some organizations appoint a Public Relations Officer to co- ordinate promotional activities. This department produce various materials like news letters, house journals, brochures, audio-visual programmes and advertisements.

THE BACKSHOP

Really back shop is the mechanical department-the press and related offices. Invention of printing press revolutionized the world of information and literature. Invention of movable types and development in printing laid a corner stone to typical changes. Print medium is the pioneer vehicle of media transformation. Every news paper maintain an established press. The entire mechanical operations is usually under the supervision of a Plant Superintendent who is directly responsible to the publisher. In a typical situation she/he will have five departments under his/ her control: The composing room, the stereotype department, the press room, the engraving department and the proof desk. Modern press is equipped with offset technology where traditional way of proof reading is unnecessary. Current back shop maintains mainly the press room only.

THE NEWS ROOM

As far as the news paper is concerned the news room is the face of the organization. It is through this department the public identifies the organization. It reflects the credibility of a news paper organization. News Editor is in charge of a



news room. The department is broadly divided into: News Desk and Field. Desk is the editorial wing and field is the news wing which gathers news events and reports.

The News desk

All stories destined for the news paper whether they come from bureaux or from several wire services and other sources like free-lancers requires editing. Desk is the place where editors are active. They edit copy and write headlines for all spot news. In short, all editorial functions of a news paper except news gathering are dealt in a desk. There is a higherarchical structure in the function of desk. Desk chief/chief sub editor, senior sub editors, sub editors and trainees/apprentices is the order normally followed in a desk.



The field

It is the news wing of the news paper organization where news are collected. They gather news and prepare copy. Bureaus are in charge of news collection and preparation of stories. Reporters and photographers are in field under a bureau. Each bureau is headed by a Chief reporter. He/ she coordinates news bureau operations. Under him/her there are Reporters and Trainees/Apprentices. Local correspondents, stringers or liners are under the control of a bureau. Normally news paper organizations have accredited bureaux in district, state and nation head quarters.

On the top of the organizational structure there is the owner. They may be known as any of the names: Managing



Editor, Managing Director or Chief Editor. Under the owner comes Assistant Editor/Chief News editor/Associate Editor/ Deputy Editor. He/she is the topmost one among employees. Though he/she has no role in the administration, he/she is considered to be an administrator. He/she acts on behalf of the owner. Owners always take decisions in the light of the discussions with these employees.

This is the grid usually followed by news paper organizations. It assures division of labor. Almost all news papers practice it in their daily affairs. Without such an infrastructural arrangement, an established newspaper organization can not run smoothly.

WRITING FOR PRINT

Thanks to post modern era of information technology we are blessed with different types of mass media. Print medium is the oldest form of modern mass communication. It is the most popular medium. Various characteristics of this medium make it a unique one. Varieties of characteristic constitute different media. Each and every media forms are different not only in its physical appearance and existence but also in the treatment methods. Simply writings are of varieties of forms. It differs when media become different.

Print media stand for different functions. Aims and functions decide formats of writings. So we have various forms of printed materials. It includes poetry, drama, letters, short story, novel, essay, telegrams, news, features etc. All forms are different because they are presented in different formats. To write and publish news in print media there is a particular format. This is called structure of a news. Each media occupy different structures to construct news items. Still there is a general pattern in the treatment followed universally. Based upon news writing structure, new is broadly categorized into two. They are **Hard story** and **Soft story**.

Inverted pyramid

Hard stories are direct and straight forward. They tell information directly and plainly. Fact is the heart of a hard story. Hard story writings realize the relevance of immediacy in fact sending. Readers are interested in stories which are capable to provide facts soon. Unnecessary words, phrases and less important description are eliminated in a hard story. To meet this requirement media people use a particular structure for news writing. Theoretically the structure is called **inverted pyramid**. It is also known as the **climax first and the top heavy form**. This is a standardized format for writing a hard news. American journalists introduced the style in the second half of the 19th century. It became universally accepted after 1890s.



The inverted pyramid was first developed during the American Civil War by correspondents from the New York Herald. Reporters send their war stories via telegraph. Transmitting messages through telegraph was highly expensive and most often unreliable. Scribes covered the challenge by providing minimum words stories. Still stories could be cut off in midsentence, before the reporter had gotten around to saying who had won the battle. The frustrated editors started urging writers to file fact-filled summaries of their stories FIRST, and then fill in the lengthier details. Before long, the inverted pyramid became the standard structure for most news stories.

The main advantages of the inverted pyramid are:

- condenses information efficiently, so readers can grasp facts quickly.
- allows editors to trim stories from the bottom, since the details in the text become gradually less essential.

Let us compare two leads. At first here's the lead from a Fourth of July story in the Massachusetts Centinel in 1785:

Monday last, being the anniversary of the ever-memorable day, on which the illustrious Congress declared the then Colonies of North-America to be Free, Sovereign and Independent States, all ranks of citizens participated in the celebration of the happy event, and even Nature put on more than usual mildness, expressive of her joy on the occasion - Ere the Eastern ocean was yet bordered with the saffron hue, the feathered choristers sang their early matin, and to usher in the auspicious day, Aurora unbarred the ruddy gates of the morn, with sympathetic smiles.

Now we have another lead. By 1898 the Chicago Tribune was opening stories this way:

GUANTANAMO BAY, Cuba - The first heavy fighting at close quarters between the American marines and the Spaniards took place here today. As usual, American pluck and discipline won. The little invading force showed splendid courage and spirit. . . .

What change do you feel? Sentences became shorter. Words are familiar. Reporters try to provide answers to the questions - who, what, when, where, why - in the opening paragraph itself. That formula lives on today. It is known as the inverted pyramid.



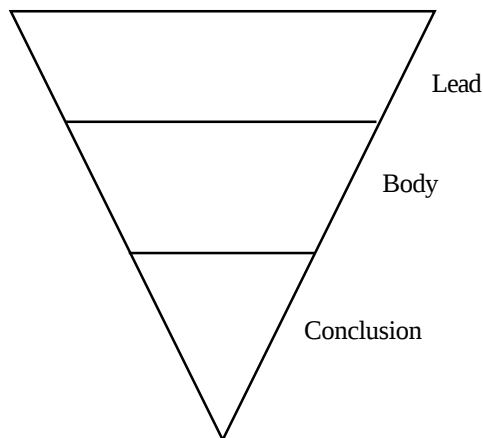
Did you see the difference of these old leads? Then let us see a present lead. This is quoted from The Hindu

KOZHIKODE: Journalism students in Thiruvangoor Higher Secondary School here have documented folklore surrounding "Kavus" (sacred groves) in Koyilandy taluk. Their effort has yielded a handy volume, Arulappad, which was released at the school recently. Reading the book is a journey through time, examining and analysing how folklore traditions surrounding sacred groves have stood the test of time. Ratheesh Kaliyadan, Editor of Arulappad, says, "documentation of folklore was also part of an initiative to give life to the concept of citizens' journalism."

From these discussions do you believe that inverted pyramid is a sacred cow which all journalist bear in hearts and use? There are a lot of different opinions regarding using inverted pyramid for hard stories. Media academician Don Fry called it "the worst form ever invented by the human race for explaining anything in words." To Bruce DeSilva of The Hartford Courant, "the inverted pyramid remains the Dracula of journalism. It keeps rising from its coffin and sneaking into the paper."

Modern journalism follow this structure in the construction of hard stories in their daily activities. Hard stories make up a good part of the newspapers.

Basically inverted pyramid consists of three parts viz. lead, body and conclusion. The first part of the structure is called lead/intro. Lead is the first paragraph of a story. It is important both in hard stories and soft stories.



Part of inverted pyramid structure, a hard story lead contains most important points. A news story opens up with its climax. Lead gives the climax. The intro provides an overall idea about the coming points and exposes the trend of the story.



It acts as the face of story that reflects the heart of the event. A good intro satisfies majority of the preliminary questions.

Second part of the inverted pyramid structure is the body. It contains the rest of the story. It gives all other details of the event including minute ones if necessary. It elaborates background information, detailed facts, analysis and other matters. Supporting facts, quotes, incidents, illustration are part of body. In a multi paragraphed story, points are arranged in a manner where important points come first and unimportant ones at last.

Conclusion is the last paragraph of this structure. It bears least important points. Secondary information always kept in conclusion. In a sense or other it is a lost paragraph in most cases.

Inverted pyramid emerged as a professional format at the time of American civil war in 1861 -65. There are four widely accepted explanation for the emergency of the style.

Technical: the un reliability of the news technology of the telegraph

Political: the information policy of the American union.

Economic: the increasing competition between publishers.

Professional: the professional effort to strengthen the communicative quality of news. Editors and publishers use illustrations, headlines, other formats and editorial devices to increase the comprehensibility of their products.

A well edited hard story format keep the inverted pyramid structure of news writing. Contemporary journalists are bothered about the method. They use it in preparing stories. It helps the editor to trim a story without losing the essence to meet the scarcity of space and time. Without sacrificing or missing necessary points, news can be cut down. At the same time readers are available most wanted pieces of information from the first glance itself. It satisfies readers interest especially in a most speedy world. They are not ready to read whole story patiently to get an information due to various reasons. Quick accessibility of information assures inverted pyramidal writing.

Preliminary questions

Questions lead to answers. It is the corner stone of every innovations. In other words all kinds of communication are the result of questions and answers. A set of preliminary questions mark basic information on incidents. Journalistic language categorizes the preliminary question as **5Ws** and **One H**. They are *what, when, where, who, why* and *how*.



Those who are interested in news want to know. What is the incident? Where did the incident take place? When did the incident take place? Who was involved in the incident? Why did the incident so happen? and How did the incident happen? Answers of these questions constitute majority of news items. It satisfies almost all sides of incidents. They are capable to elucidate a story. It is important in hard stories and soft stories. Hard stories try to satisfy maximum questions in intro itself using limited words.

THE LEAD

Lead is the first paragraph of a news. It is the most important part of any kind of stories. A punching starting and ending make a story more attractive. Most leads are decorated in one paragraph. The lead sets the tone for the entire story. It leads to other facts. This is the introductory part. In such a scene, it is also called intro. Hard story lead is termed as **directed lead** which is used for important breaking events. Where as a soft story lead is **delayed lead** which is used on feature, news feature and other type of soft stories. A lead satisfies the following specialities:

- Lead summarizes the story
- It Should arouse the reader's interest
- It distinguishes one story from another
- It should lure them into the story
- Expected to answer majority of the preliminary questions - who, how, where, when, why, and what
- Should emphasize the answers to the most interesting and significant question in each story

Media theoreticians classify lead into various groups. Different methodologies are adopted to classify leads. Based on the number of incident dealt it is grouped as **simple lead** and **complex lead**. Simple lead involves singular incident where as complex lead involves more than one incident. Simple lead is common in news papers. Complex lead is used when similar or related incidents are clubbed together in a story. Roundup stories always use a complex intro.

Analysing the writing style and language another classification of intros are possible: **substantiate clause lead**, **conditional clause lead**, **present participle lead**, **past participle lead**, **prepositional phrase lead**, **infinitive phrase lead** etc. include in this categorization.

There are **who lead**, **what lead**, **where lead**, **when lead**, **why lead** and **how lead**. This classification is based the elements of the story. Predominant elements in the lead leads to the classification.



Academicians consider another aspects of stories. Presentation style is the key component in such an analysis. Based upon the presentation, intros can be distinguished. Some of them are:

Astonisher

It arrests reader's attention by presenting an unexpected. They may not be universally relevant. This type of intro is of moderate length. Most probably to thirty five words.

Background lead

Give background information of incidents, institutions or person. It helps to acknowledge the environment of the incidents. It supplies backgrounds of stories. In most cases such leads appear in follow up stories.

Catridge/capsule lead

Present news with providing high emphasis to news values. It is a capsule type lead; very brief. Illustrates the points directly.

Contrast lead

Emphasizes the difference between two situations. By using contradictory statements the writer can attract readers. Compares extreme views. Two or more contradictory perspectives arouse interest in readers. On the expense of contradictions, writer can build attractive stories which lead to facts. This type is not common in hard stories; use in features stories..

Conversational lead

Conversation is one of the popular methods of verbal communication. Reporters can use conversation as a technique of writing stories. Common conversation tackle the mind of readers. If a story starts with a conversation such lead is termed as conversational lead.

Descriptive lead

Stories start with a description of event. Helps to create a sound mood for the story. It is also called *situation lead* or *picture lead*. Paints a word picture in intro. The reader is available a picture of incident. Visual impact by words is the prime characteristics of picture leads. By the description of surroundings, situations and the backgrounds, story maker pictures the story.

Historical lead

Draws an illustration of persons from history or literature as a key to the point of discussion. It is also called *literary allusion lead*.



Parody lead

It is a play on words. By using widely quoted images, proverbs, songs titles and other expressions establish a good rapport breaking with the audience.

Question lead

Starts with a question. Questions always help to make a good rapport. It has an ice breaking effect. It leads to answers interestingly; convey directly. Reporters often use this technique in feature writings to attract readers.

Quotation lead

Quotes something. It may be words of a celebrity, old sayings, literary pieces or any other matters. Sometimes the quoted words or experiences of a layman to add flavor to stories. Two types of quotation is possible - direct and indirect. In *direct quotation leads* reporters use their source's own words and language. Where as in indirect quotation leads copy idea or message without using the exact words of the source. Credit must be given to the speaker in both cases in intro.

Staccato intro

Consist of short clippings, phrases and sentences. In most cases they are separated by dots or dashes, casually disruptive ones.

Summary lead

Summary is the sum total of a large story. The summary lead begins the majority of news stories by combining the most significant of the five W's into one sentence. Normally answers half or more preliminary questions. Reader gets summary of news by reading the intro. All essential points are described. It is the most popular lead among hard stories writers. Day to day journalism sticks to summary leads.

Delayed Identification lead

The delayed identification lead withholds a significant piece of information - usually a person's name - until the second paragraph.

Offbeat leads

Covers characteristics of all kinds of leads. It can not be parted in a particular group. Reflects peculiarities of all kinds of above discussed leads. *Freak* and *catch all* are synonyms to offbeat leads.

Immediate identification lead

Most news stories will not provide names in the lead unless they belong to recognizable public figures or celebrities. If a lead names a name in a lead, such leads are called immediate identification lead.



Anecdotal lead

Some stories unfold slowly. The writer enters into the topic with an engaging and meaningful anecdote. Ideally, the anecdote will have a beginning, middle and end. It will be a mini-story with symbolic resonance for the bigger story you're about to tell. It appears as a snap shot.

Narrative leads

Some feature stories begin by dropping the reader right into the action. The action that often continues throughout the entire story. These are called narrative leads.

Scene-setter lead

Scene-setter lead slack the urgency of hard news leads. They are a device borrowed from fiction. They are usually reserved for long feature stories. Descriptions of sights, sounds and smells place the reader's attention into another place.

Direct address lead

Hard stories normally construct in third-person narration. Stories refer to him, her, and them. But feature stories often use the second-person voice to speak directly to you, the reader. Such leads are called a direct address lead.

Word play lead

This catch-all category encompasses a wider range of amusing leads, including bad puns or witty wordplay.

HOW TO WRITE AN EFFECTIVE NEWS LEAD

Collect all facts

Collect maximum information is a must because of two reasons: If you don't know the whole story, your lead can't accurately summarize what's going on. At the same time, if you know it more, it is easier "to sum it up and boil it down".

Make summaries

You witness an accident. You have to transmit the information within a few seconds. What will be the points you have to exchange?

WHO: Three passengers were injured.

WHAT: A road accident.



WHEN: Friday night, 9:12 p.m.

WHERE: Near Koyilandy bus stand.

WHY: A car from Kannur collided with a lorry come from Calicut.

These points are expected in your lead also.

Prioritise The Five W's

The lead needs to contain the facts that are most important - and only those facts that are most important. So evaluate each of the

Five W's. Ask yourself: Which facts must be in the lead? Which can wait a paragraph or two? And which of the key facts deserves to start the first sentence?

Rethink

While completing the first draft think about the story more. Ask these questions:

Is it clear? Are the key points easy grasp? Is the wording awkward in any way?

Is it active? Have you used a strong sentence structure?

Is it wordy? Do readers trip over any unnecessary adjectives or phrases?

Is it compelling? Will it grab readers and keep them interested?

If it is necessary, revise or rewrite the story.

Checklist for leads

Be concise.

Streamline your idea and words. Assure strong sentence structure. The biggest problem with most leads is they are too wordy. You can make a catchy lead using just one sentence. Most use fewer than 30 words.

Be accurate

Get your facts and spelling right. One mistake in the lead will create bad impression on the entire story.

Remember what day it is

Use the names of the days to be safe. Do not use "tomorrow's concert or last night's game". Be careful to put the date in the right place while speaking of days. Eg. The panel will meet on Friday to discuss drug use.

Don't name names

Don't say Saranya was hit by a bus in your lead, unless everyone knows who Saranya is. You can use a girl was hit by a bus.



Use strong verbs

Make it active, not passive.

Ask "Why should I care?"

Write from the reader's point of view as often as possible. Try to explain why things matter. Such way of presentation often makes the best lead.

Sell the story

Find out what makes this story different or special. Use the strong point to punch up the lead.

Don't get hung up

Are not sure how to begin the story? Face such a situation by making a story somehow. Finish it and then revisit the lead. Do not hang up with a problem lead.

Move attributions to the end of the sentence

"I will prove who am I" said Jouhar is the way to put attribution. Do not put it in the other way: Jouhar said he will prove who he is.

FEATURE

Features touch the emotional sense of human beings. It always appears in attractive suits. Provides infotainment matters where both information and entertainment combines. It

raises curiosity, sympathy and other feeling.

Decorative language, narrative style and imaginative presentation is possible in feature stories. The style of feature is simple and relaxing. Instead of putting facts straight forward, it tries to appeal human minds.

One difference between the straight news and the feature is that while the news informs by involving our reasoning and logic, the feature informs or entertains by enjoying feeling.



Most celebrated aim of feature is not to inform but to attract lazy people. It is readable like a short story or a novelette. Features are always considered to be as soft stories. The feature is journalism's grabbag. Any issue can be featured. It may or may not follow inverted pyramidal structure ;in most cases may not be the usual way. A catchy starting and a punching end mark a feature as a powerful one.

Tips to write features

- The writing style of feature should be relaxed and informal.
- Let the people in the story do things and let them to talk.
- Keep the story moving with quotes and incidents.
- Stress human interest in the lead by using some one directly involved in the situation.
- Make sure the lead fits into main theme of the feature.
- Most features have a strong ending. Rather than end on a secondary piece of information, the feature may have what is called a **kicker**; punch at the end.

KINDS OF FEATURES

Different kinds of leads are used in creating features. All of them are intended to make it attractive. There are different types of features. The focal theme, method of presentation and stylistic narration make features different ones.

News feature

News events is the heart of news features. It is made out of news pegs. Information decorated in simple and attractive words is the chief characteristics of news features. They are news, but presented in a different way.

Light feature

As the name indicates light feature is light. Entertainment value of events is important. Simple reading is intended. No serious issues discussed here. It appears with humor. They are also called *entertainment feature*.

Analytical feature

In depth analysis of a subject matter is written in simple and ornamental language and presented in an attractive way make a serious feature. It digs story and find out core points. *Serious feature* is the synonym of analytical feature.



Human interest features

Primary content of human interest feature is human interest itself. It deals with ordinary persons in extra ordinary situations and reverse versa also. Anything which is able to create some sort of interest may be the subject matter for human interest stories. Media strategy decides the level of stories. Printed magazines and magazine programs in radio and TV channels use features regularly. Feature writers enjoy maximum freedom. It is usual to creep writer's view and interests in feature stories. Free-lancers get chances to prepare and publish features in a media dominating and detecting democracy.

Follow ups

A *folo* follows a past event or a past news. Reaction and response of local aspects of an event also constitute follow ups. Events, situations and impact that give the folo provide news pegs. Similarity in incidents, thoughts and happenings cause for follow ups. A reporter can follow an event after some hours, days, weeks, months or years. No time limit to follow ups, if the matter is relevant in current context. Most follow up stories are exclusive items.

Round ups

Used to combine several stories into one. The lead reflects common elements of different news events happened different areas. Body of the story takes each incidents and elaborates. Causes and consequences may be inserted if they explain the situation. Accident stories, Festivals, Election etc may provide round ups. Roundup lead Sometimes, instead of focusing on just one person, place or thing in the lead, you want to impress the reader with a longer list. Take the roundup lead on this legislature story

Running story

Rapidly changing stories are called running stories. It is running where news and additions are possible timely. Results change speedily ever between editions. Sometimes these stories develop over several days.

Side bars

Just like side light indicators of vehicles these stories are attached with a main story and run next to it. Side bars emphasize an aspect of another story already appeared. It would be a reaction or a human interest material. It is also called ***side light stories***.



PROFILE

Profile is the recorded background information. It may be on persons, organizations or incidents. Almost all available information is recorded and added timely. An up to date data is the characteristic of profiles. News clippings, photographs and collected information like interviews,

written pieces etc make a profile. It is a collection of information at finger tips. Every media open and keep separate files for important personalities, incidents and organizations. It helps to gather maximum details quickly. It is part of morgues in media sector. Media organizations appoint research assistants to maintain sound profiles.

EDIT PAGE

Journalistic activities are considered to be impartial. No scope for personal opinions and biased reporting. But a reporter or writer is free to opine on any topic with their own tastes in edit page articles. It is a page for comments and express personal feeling or bias. Highly partial views are published in this page. It reflects public opinion. That is why this page is also call **Op- Ed pages**. Usually it is the chief weapon for various campaigns. A postmortem like analysis point out different sections in this page.

Editorial/Leader

Generally appears in a column on the left hand side of the edit page in a news paper. It is the column to express a news paper's view. Most important event for the day is the points discussed in this column. It may analyze the implications of some important events and explain the background to the readers in order to give them a clear picture. Magazines also contain editorials. Editorials are considered to be most powerful part of publications. Evidences in history tell story of freezing editorial to protect power sector causes. Pre independence journalism mark tortures against vernacular press only because of publishing strong editorials which revealed and protested against colonial decisions. During the period of internal emergency ceased press and properties of press which moved their pen through editorials against the dictatorship.

Main Article/column

It appears just right to the leader. It is the major article contributed by various personalities. Writers may be experts or exponents in various fields. Treatment style is not built up in a scholarly approach; but in a journalistic manner. Current affairs are discussed. Anybody can contribute their own views in this section. The articles may or may not reflect news papers opinion. Whole





credit and responsibility goes to the writer. News papers entertain appearing regular columns by regular writers. A column is a piece of writing appears regularly on contemporary issues. Prominent journalists are columnists also. Several columnists syndicate their articles.

Middle piece

Middle piece appears in middle of the main article and the letters to the editor. Contemporary issues are treated in a humorous way. Humour or wit is the prime characteristic of middle pieces. It deals a readable matter. Entertainment value is expressed. It communicates with the emotional sense. Dual meanings and puns are used lavishly. Middle pieces are caricatures by words.

Letters to the editor

Least possibility of feedback is one of the characteristics of mass media. Letter to the editor is the major method of feedback. Readers get an opportunity to share their views and feelings. It is written to publish. Socially relevant issues become the core of letters. Social feelings and expressions are important than personal ones in letters to the editor. Almost all media consider letters to the editor as an important matter of concern.



editing



Editing is a responsibility shared by many people in a news paper. Though H. W. Nevinston boasts “any bloody fool can write, it needs a heaven born genius to edit”, editing starts at the moment of composing a story by a reporter and continues till the process of printing is completed. It is a matter of common sense in deciding what to do. We have only a limited space and time allowed. All news items that flow to the media office are unaffordable. Editing is intended to accommodate maximum news and information which is an utmost necessity in modern journalism. A well edited production can go ahead without interruption.

Judith Butcher classifies editing into four categories in the book *Copy-Editing - the Cambridge handbook for Editors, Authors and publishers*:

- Substantiative editing.

- Detailed editing for sense.

- Checking for consistency.

- Clear presentation of the material for the type setting

The main aim of copy editing is to remove any obstacles between the reader and what the author wants to convey. The rudiments of the news story are accuracy attribution of statement, background balance, brevity, clarity, human interest, identification of those named in the story, focus on the news point, objectivity and verification of information, accurate

thorough fair and readable.

A good copy editor is an intelligent reader, a tactful and sensitive critic. Not usually experts on subjects of work but they must be able to interest themselves in the position of the intended readers. You may be the first and most probably last person to look at the matter closely enough to make sure that nothing is missing. The final copy should be self.

Most of our reporters are well educated ones. Majority of them already completed courses in reporting, editing and other areas of mass communication. They know their duty and job. Being media practitioners they have first hand experience in report making and tailoring a story. That is why they are continuing as a professional journalist. Still news papers appoint editors. Why? Ron F. Smith and Loraine M. O'Connell suggest five reasons in their book *Editing Today*. The reasons are:

“Sometimes reporters don't have the time to do the job well. Perhaps they could not find the sources they needed until minutes before deadline or they may have been assigned too many stories. So, to meet their deadlines, they end up throwing together their stories with no time for revision”

“Sometimes even the best of us have bad days. Just as professional athletes go into slumps, reporters go through period when they have trouble putting words together. Even worse, good writers occasionally get carried away with their own verbal abilities and produce copy that is overwritten and wrongheaded. Editors have the task of convincing them that what the reporters saw as Pulitzer Prize material is really just purple prose.”

“Sometimes good reporters get buried in their own information. They collect so many strong facts and so much interesting detail that they lose sight of the story. Editors who are less involved in the project are in a better position to judge what needs to be in the story and what can be left out. An even more frequent problem occurs when reporters become experts in their own fields while they're gathering information, but often they end up writing stories that are the heads of average readers of that emphasize insider gossip that readers couldn't care less about.”

“Let's be honest. The sad truth is that some reporters are loopy writers. At nearly every paper, you'll find people who excel at gathering information. They cultivate sources easily and have uncanny instincts about where to go and what to ask. Editors value them for their reporting, which is always accurate and thorough. But when these poor souls sit down to write their stories, they're lost. Their style ranges from overwrought to boring. “their narratives are disjointed and their grammar is appalling.”



“The most common problem for writers is that they read over their own mistakes. They know what they want to say, so when they check over their own copy. Their eyes see what’s supposed to be written there, not what they actually typed. You may have done this in your own news writing classes.”

EDITING PROCESS

Basic principles of editing lies in its process. The process of editing consists three phases namely selection, correction and rewriting.

Selection

Selection of news items on the basis of news values and editorial policies is the first part of the process of editing.

There are a lot of incidents happening every moment all over the world. Every nooks and corners are bound with news events. Most of them are publishable. As far as a newspaper, a radio station or a television channel is concerned it is impossible to afford all news at a time or within the limitations of space and time. Here selection becomes a necessity. Media appoint **copy tasters** to select most relevant stories from the copies available in desk. They just taste the news and select needed ones.

It starts when a reporter considers events to transform. Copy editor checks and rechecks selected items. Select news items corresponding to the space and time allowed is the primary work that an editorial desk is done.



Correction

Selected news are corrected by sub editors. News reports by reporters and other sources always need correction. Errant spelling and grammar are repaired. Clumsy structure and dual meanings, pun and ambiguity are cleared. Potential libel and cliché are eliminated. Though the reporter is an experienced



one, a little mistakes can be occurred. All such mistakes are corrected in desk. A third party reading always contribute some corrections. Sub editors act as the third party reader in media.

Rewriting

The third phase in the process of editing is a thorough rewriting of stories. A very few stories should be rewritten. In most cases, such news flow may be from temporary arrangements. Such copies don't follow the news structure. Untrained reporters and free-lancers also commit the same mistake. To write news, journalists follow a fixed structure. It provides important points at first. Least important points come only last parts. Unnecessary words, phrases and information are avoided. If the copy does not achieve such a quality, it should be treated for rewriting. Only the presentation style, language and structure of the story is rewritten. No additions are possible. In other words it is a reconstruction of the story by using the same materials.

Rewriting Check list

Melvin Mencher describes a check list to rewriting stories. Here is the check list.

- Is the lead on target or buried?
- What is most of the body of the story about? If it is not about the theme selected the lead, the lead is wrong.
- If a delayed lead is used, does the quote or incident move directly into the main themes?
- Is the story organized properly or does it jump from one topic to another and back?
- Is secondary information placed above primary material in the body?
- Does the story move?
- Does the nouns and verbs carry it forward with an internal momentum?
- Do the facts that are chosen give movement to the piece?
- Do quotes, incidents, details support lead?



DESK DECISION

Editing strive for:

- Ensuring accuracy.
- Avoiding unnecessary words.
- Polishing language
- Correcting inconsistency
- Confirm to style
- Eliminate libelous statements and messages in poor taste
- Making story in readable and complete.
- Search and replace carefully can eliminate many inconsistencies like inappropriate hyphenation, spelling, capitalization, unfamiliar terms and jargons, italic or bold face.
- Correct habitual misspellings of a word or name including missing or unsatisfactory illustrations, captions and text.

A news editor for a news paper in Newyork was asked to list frequent problems in editing. Melvin Mencher enlist it in *Basic News Writing*. Here is the list.

Not enough self editing .Reporters fight so hard to put their words on paper. They have a vested interest in them and they are reluctant to change them. No story is perfect on first writing. Do not cherish every word you write. Always ask: Does this word, this sentence, this paragraph move the story forward? Have I edited the story carefully, thoughtfully?

Wrong lead The writer has used a secondary theme for the main point of the story. The writings has to keep asking: what made this event different from all others like it? The answer is the lead.

Poor organization This is often a result of not locating the main theme and getting it high in the story. The reader should not be forced to go beyond the first four paragraphs to have a good idea of the thrust of the piece.

Misuse of the delayed lead Too many hard news stories are given a soft news approach.



Over writing You do not have to use every quotation, every observation. In journalism ,quantity does not count; the quality of the quote and observation do.

Dullness This can be the result of over writing. It also stems from poorly selected verbs, long sentences and lack of quotes.

Holes in the story Unanswered questions make gaps.

COPY EDITING

As above mentioned the process of editing starts when a reporter tries to write a copy. She/he selects news events, removes unnecessary parts and arranges available information in order. After completing these process the copy prepared by a reporter sent to the desk for publication. In visual media ,visuals along with script are sent to desk. Sub editor work on the copy prepared by reporters. They have no direct involvement in news event. Still they make a copy attractive. This is called copy editing. In short copy editing is the correcting process of the copy prepared by somebody other than the editor. It is a third party reading and repairing. The term is mostly associated with the editing of final copies in news desk, books and like materials.



ELECTRONIC EDITING

Development in science and technology transform all walks of human life . As the result of industrial revolution, press and related offices became highly mechanized. From the wooden block types, printing developed to off set method. Computer key board became the key equipment for composing. Instead of pen and paper reporters and editors use computer screen, keyboard and mouse.

In an electronic era of journalism publishers receive electronic transcripts for reasons of speed from reporters by modem or other electronic delivery methods. Copy editors are entitled to correct electronic files on screen, adding



editorial and design changes themselves. Before the copy editor begins work on screen, there should be a thorough discussion about the procedures and strategy to be followed. Alert communication about electronic change is important because the copy editor will have control of the material. Once a change has been made, there will be no record of what has been changed.

DUTIES OF EDITOR

An editor is described as “the mid wife to the story and an unsung hero of a news paper organization.” His/her main duty is to edit a copy itself which has already discussed. Editing is the process where our work is refined by others. Normally editors put suitable headline for each stories. They make a story perfect by proofreading. News paper design and attractive presentation make a product better than the competing others. These be also considered as part of editing now a days.

HEADLINES

A headline expresses the overview of a story. It is the essence of the news event. It sums up the copy. Attractive headlines lead a reader to the story smoothly. Headlines should be simple, informative and flexible. Writing headline is a task before editors. It is an art and craft at the same time. Accuracy, intelligibility and vigour are the requirements.

Headlines must be multi deck or single deck. A deck is a distinct head line on its own and as such it may consist of one or more lines. The more the decks the more important the story. But multi deck style is considered to be an old trend. Multi column headline is the present style. They are displayed in capitals. They lie like a banner across columns. The typographic arrangements make headlines in different patterns.

Flush left

It has one or more lines which are set flush left to the left hand side of the page

Centered

Each line of the type is centered on the white space of the column, even though it is a multi line or multi deck one.



Stepped

Here the first line is arranged flush left, the last flush right and the middle lines centered. Each line has to be about the same length and they look like steps.

Flush right

Each line is set to the right hand margin. It is just opposite of flush left style.

Hanging indention

The first line is set full out and other indented, usually left.

Pyramid

Here the lines are arranged in the form of a pyramid.

Inverted pyramid

Contradictory to pyramid, the lines are arranged in inverted order. The inverted pyramid style is adopted in head line arrangements.

MAKE UP

A news paper is different from other ones as a person appears different from others. The news paper design play a key role in the difference. It is reflected in the physical appearance of a news paper or a magazine. Individuality of a news paper/magazine is closely related to its layout. Competition in media field make news paper design as a specialized branch. Every news papers compete to appear in attractive suits.

Layout is the method of news arrangements, headlines, body types, photos, font style and size and all other elements of a news paper. It is news paper design. Layout has many functions varied from grading a news item to dressing the news paper in attractive cloth as it face the public each day. The first impression of a publication is marked by evaluating the design. Through better design, the impression is reinforced or torn down.

Corresponding to the editorial policies of media organization some news appear in front some others appear in inner pages. It is the duty of a layout artist to display all news items in an artistic manner by keeping the directions from desk.



They prepare a ***dummy*** before setting full length paper. A dummy is the miniature form of the newspaper design. It displays whole stories, photographs, advertisements and every things in the page. In another words dummy is a skelten of the page. In its full length add flesh and blood to the skelten. It is the chart of the designer. It helps to balance materials.

As part of imagination process, make up reflects the news paper's approach to issues. It is associated with format not substance. Image making is only one function that layout is practicing.

Theoretically there are different methods to make a news paper attractive. Balancing is the important feature of news paper design. Different types of make up are there which served the historical growth of media.

Vertical

The reader's eye moves top to bottom. A straight drop. It is vertical in the sense, the news is arranged vertically. This general pattern stayed with us for decades.

Brace

Focuses attention on right hand corner of news paper. From the first sight itself concentration stick on the right side. Some argue that the name comes from the similarity in appearance to a closet shelf brace, attached to the wall. This style is extinct from print media.

Modular

Puts story in separate modules in rectangular shape. Fits items in rectangles together on the page until they fill it up. Modular design differs other kinds in that pieces are knitted together at all. One story never wraps around another story or picture unless they are parts of package within their own module. Photographs, cartoon and illustrations attached with a news also be in separate modules. Indian news papers especially English dailies still follow modular layout even today.

Quadrant

It foresees a page into quarters separated by a line at the fold and a line drawn the middle of the page. Units have display items.



Diagonal

Headlines are placed along two imaginary diagonal lines which divide the page and cross.

Circus

Circus is a martial art which attract all kinds of people with its diversified feeling. It is a combination of multifaceted forms. Just like a circus this type of lay out attract readers. This layout satisfy different tastes. It is characterized by large headlines, colored types, big art, contest notices, asserted other bells and whistles in the top half itself. It draws its name from three ring circus where something exciting is happening. Circus layout over loads the reader circuits and classes some story to be over look

Pagination

Pagination is an electronic era term for page layout on a Video Display Terminal. It helps to make a page amazingly attractive. This process of page making as gone beyond the dreaming stage. Layout artists use packages and programs like Adobe Pagemaker, Quark Express, Corel Draw and photoshop

.Almost all mainstream media use this facility which revolutionized and print media sector in appearance..



Tabloids

Tabloids are popular format in sensational journalism. Typically half the size of broad sheets. Like regular news papers printed sidewise. It is just like a magazine. Most often front page covers only a name plate and giant headline with a reference to story inside. Perhaps a picture and slightly smaller headline also be appeared. Cover pages provide news pegs. The size of the tabloid is important rather than content in layout. Emotion appealing style of presentation and sensational news made tabloids popular. There are a lot of tabloids which break this tradition and consider news events and presentation seriously.



PROOF READING

It is the almost last stage of editing . Composed matter should be checked here. It may be checked in two ways:

Read for sense

It means a careful reading , looking at spelling etc

Read against copy

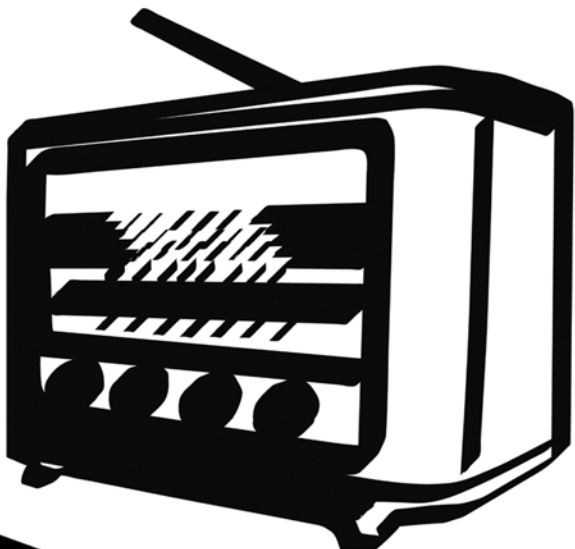
It means checking each phrase , spelling and punctuation mark against the type setter.

To become a proof reader train to read slowly, so that you can see every letter in each word and note the punctuation of each sentence.

Proofreaders are not entitled to edit a copy. They are not free to correct and rewrite a written copy. The job of a proof reader lies in only to assure the copy and the proof is same. They check whether compositors compose the matter truly. They are the people who see story just before printing. Though proof readers are part of Press, they are considered as part of News Room now a days. The role of proof readers are eliminating from news rooms in a post modern media environment. Reporters themselves prepare copies in computer and send them electronically. Sub-editors make necessary changes on line and goes to the press is the present style.



radio



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Radio journalism is quite different from print journalism in all aspects. 1920s mark the embryonic period of radio. It was in 1896 the dream of radio became a reality by the works of James Clerk Maxwell a Scottish physicist which predicted the existence of electromagnetic waves. Heinrich Hertz introduced the so called radio magnetic waves in 1880s. Guglielmo Marconi succeeded in sending signals in May 1895. He moved to England in 1896. In England Marconi attempted at wireless telegraphy and transmitted messages to short distances. Marconi became a great success in his attempts to transmit wireless signals across the Atlantic in 1901. The wireless telegraph used to send and receive wireless signals had invented by Edwin H Armstrong in 1922 made available of broadcaster receiver.

RADIO IN INDIA

In India the Radio club of Bombay broadcasted its first programme in June 1923 and the Calcutta Radio Club in November 1923. They loaned transmitter from Marconi Company. The Madras Presidency Radio Club with a 40 Watts transmitter began transmitting on July 31, 1924. Rao Bahadur C.V. Krishna Swami Chetty, an Electrical Engineer to the Corporation of Madras was the driving force behind the Madras Presidency Radio Club.

INDIAN BROADCASTING COMPANY

The early years of Indian Radio Clubs were not flourishing. They faced financial problems. Bombay and Calcutta presidency clubs decided to form a private limited company. Thus Indian Broadcasting Company Ltd was formed. First broadcasting station in India under Indian Broadcasting Co. opened in Bombay on July 23, 1927. The



station was inaugurated by the British Viceroy of India Lord Irwin. In the inaugural function the welcome speech was delivered by Sir Ibrahim Rahimtoola, chairman of Indian Broadcasting Co. the speech became a prediction by the words: “India cannot lag behind the rest of the world in so great a development, the potentialities of which are only just beginning to be realized.” The enthusiasm had driven the developments in Indian radio. On August 26, 1927 the second station established in Calcutta. The Calcutta station was inaugurated by the Governor of Bengal Sir Stanley Jackson. These stations opened with a 1.5KW medium wave transmitters.

The Indian Broadcasting Co. started with an authorized capital of 15 Lakhs rupees. But shares of the value of six lakhs rupees only were issued. On the installation of two stations and other preliminary expenses, the company incurred 42.5 lakhs rupees. At a critical juncture, the company management approached the Government of India for financial assistance. But the government could not offer any monetary support. Realizing the drowning situation, Indian Broadcasting Co. office bearers decided to liquidate the company on February 16, 1930. The Indian Broadcasting Co. wound up its operations on March 1, 1930. Considering high pressures from various corners including political parties, tradesmen and parliamentarians, government decided to take over the broadcasting services as an experimental measure.

INDIAN STATE BROADCASTING SERVICE

Indian Broadcasting Company Ltd became under the direct control of the Government of India on April 1, 1930. The company abolished and instituted the Indian State Broadcasting Service under the department of Industries and





Labor. A separate office with the Controller of Broadcasting as its head was constituted on March 1, 1935. The Controller of Broadcasting was in charge of the installation of transmitters, studio and arranging programmes. Lionel Fieldon was appointed as the Controller of Broadcasting on August 30, 1935. Home department took over the responsibility of Indian State Broadcasting Service in 1936. The name Indian State Broadcasting Service was rechristened as All India Radio on June 8, 1936.

ALL INDIA RADIO

The new name and face was the contribution of Lionel Fieldon. The amazing story of change in name told by Fieldon is retold by R.K. Narayana Menon in his book *Mass media in India*:

I had never liked the title Indian State Broadcasting Service which to me seemed not only unwieldy, but also tainted with officialdom. After a good deal of cognition- which may seem ridiculous, now, but these apparently simple and obvious things do not always appear easily- I had concluded that All India Radio would give me not only protection from the clauses which I most feared in the 1935 Act, but would also have the suitable initials AIR. I worked out a monogram which placed these letters over the map of India. But, when I mooted this point I found that there was immense opposition in the secretariat to any such change. They wanted Indian State Broadcasting Service and they thought it fine. I realized that I must employ a little unnatural tact. I cornered Lord Linithgow after a Vice regal banquet and said plaintively that I was in a great difficulty and needed his advice. He usually responded well to such an opening. I said I was sure that he agreed with me that Indian State Broadcasting Service was a clumsy little. After a slight



pause, he nodded his long head wisely. Yes, it was rather a mouthful. I said that perhaps it was pity to use the word broadcasting at all, since all Indians had to say 'broadcasting'- broad was for them an unpronounceable word. But I could not, I said, think of another title; could he help me? 'Indian State', I said, was a term which, as he well know, hardly fitted into the 1935 Act. It should be something general. He rose beautifully to the bait. "All India?" I expressed my astonishment and admiration. The very thing. But surely not 'Broadcasting?' After some thought he suggested 'Radio?' Splendid, I said- and what beautiful initials. The Viceroy concluded that he had invented it, and there was no more trouble. His pet name must be adopted. Thus All India Radio was born.

All India Radio transformed as a popular mass medium and developed a lot. A separate system for managing broadcasts became a necessity. Ministry of Information and Broadcasting was created on October 24, 1941. The ministry concentrated on functions of broadcasting, sanctioning of cinematograph films for exhibition and production and exhibition of documentary films and news reels. The declaration of independence on August 15, 1947 gave way for putting the department under a minister. Sardar Vallabhai Patel became the first minister in charge of broadcasting. The minister of Information and Broadcasting is accountable to the cabinet and the parliament for all the broadcasting activities. The position continued till the Prasarbharathi was constituted on September 15, 1997. Prasarbharathi is an autonomous body under Ministry of Information and Broadcasting who is handed over the charges of broadcasting-All India Radio and Doodarshan.

CHARACTERISTICS OF RADIO

Radio is a different medium. Physically it is different from any other media. It is a medium for ears not of eyes. Programmes designed for radio is to hear. Discovery of portable radio transistors revolutionized the sector. After the discovery, radio became most popular companion of radio consumers. This unique medium shares certain characteristics.

Blind medium

Teacher was asking about television drama. A girl stood up and told: "I prefer radio, the scenery is so much better". Words of the girl drowned in a loud laugh. Was it a comment of a day dreamer? While go deep into the answer, the class realized that the girl is absolutely right. Why? Radio can brought out any situation to its listener virtually created by appropriate sound effects and



supported by right music. According to Robert Mc Lersh, Radio is a blind medium. But this medium stimulates the imagination. The listener tries to visualize the sound source in the mind of the listener. Any size pictures are created corresponding to the emotional context of the speaker.

Hands free medium

Now radio is a hands free medium. Technological innovations like Bone phones, Ghetto boxes and walk along in receiver designs have contributed much to the popularity of this medium. Radio listeners can enjoy Radio programmes while they are at work. Radio act as a background for several instances. Convergent media environment helped radio to be more hands free.

Transient medium

Words uttered in radio have gone forever. It cannot be retaken. Hearer s cannot get a programme when they like to enjoy the same. So the radio is considered to be as a highly transient medium.

Millions to hear



There is no patch of land and ocean surface untouched by the electromagnetic signals. Immediate reach and wide network make radio more popular. A statistics point out that the modulated waves radiate approximatly 1,86,000 miles per second which is the speed of light energy. Radio progra mmes are available every where. Irrespective of social, economic and cultural backgrounds everybody can enjoy radio programmes. Illiteracy is not a hindrance in the process of consumption. Even lack of practical knowledge in local language does not constitute a noise in the process of enjoying entertainment programmes or music. For example, songs in Malayalam are digestible and interesting to a Bengali if the listener is a song loving consumer. The range of audience



varies from downtrodden to the elite. The level of understanding, cultural background and life-styles are also different. It is available to all but ask for nothing in return. At the same time radio appeals to everyone.

While we talk about the audience, researchers always prefer **Audience Share** and **Audience Reach**. Audience share is the amount of time spent for listening to a particular station. It is expressed as a percentage of the total listening in its area. Audience reach is the number of people who *do* listen to something from the station over the period of a day or week. It is expressed as a percentage of the total population who could listen.

Infotainment medium

People use radio medium for different purposes. To attain news, to inform, for entertainment, for education, to propagandize and to persuade are some of them. Radio is the most persuasive medium because of its personal appeal. Along with words and dialogues, radio fills the air by music. It provides both informative and entertainment programmes. So it is an infotainment medium. Universal appeal infotainments with low cost and wide reach make radio a real mass medium.

Round clock

Radio is a round clock activity. Radio casting adds millions of words every minute to the air.

Easy operations

Complex technicalities never becomes a hindrance in radio operations. Very easy to handle and operate. Minimum technical knowhow is needed to switch on, to tune and to switch off the radio transistor.

RADIO BROADCASTING

Until the invention of the transistor in the mid-1950s, radio receivers used valves and were expensive. Most of the world's radio receivers were manufactured in North America and Europe until this innovation happened. The arrival of the transistor paved the way to massive radio ownership in developing countries. For example, in Sub-Saharan Africa, India and China the number of radio receivers expanded from two million in 1956 to 90 million in 1975. And the number of radios has continued to expand dramatically worldwide to the two billion or more of today.

The second technical breakthrough was low-power transmitters using a



broadcasting system known as Frequency Modulation (FM). These became increasingly available in the 1970s and 1980s.

Radio broadcasting uses four frequency bands. Their names derive from whether their wavelengths are measured in kilometres, hundreds of metres, tens of metres, or metres.

- The kilometric band - long waves(Frequency 150-280 kHz);
- The hectometric band - medium waves (Frequency 525-1,600 kHz);
- The decametric band - short waves.(High Frequency 6-25 MHz);
- The metric band (Very HighFrequency 87.5 - 108 MHz)

For the first three bands, the signal is attached to the wave by amplitude modification (AM) and for the fourth one, frequency modulation (FM).

AM Broadcasting

AM signals travel great distances. For example, long waves can be propagated for up to about 1,000 km before fading out, and medium waves travel several hundred kilometres. Short waves, even if limited by the curvature of the earth, can travel enormous distances because they bounce off the ionosphere, an invisible layer of electrically charged particles at the outer edge of our atmosphere, from where they return to earth, far from the transmitter.

The main layer of the ionosphere responsible for long distance communications is the "F layer". After dark, this layer is a single dense one about 250 km above the earth, and it reflects short wave signals very effectively. But during the day, the "F layer" splits into two thin layers, "F1", about 200 km above the earth, and "F2", about 350 km above the earth. These two layers are less effective in reflecting radio signals, and that is why reception of short wave broadcasts is better after dark.

Worldwide radio services like Radio France Internationale, the British Broadcasting Corporation, or the Voice of America use short wave to obtain the geographic coverage they require. It can also be particularly useful in mountainous countries.

AM broadcasting is subject to much atmospheric interference and distortion, and it is therefore unsuitable for stereo services. It also requires a considerable input of electrical power and other investments. For example, the whole mast of the antenna of an AM medium wave station is charged with current, and therefore it has to be insulated from the ground.



FM Broadcasting

The fourth frequency band, the metric band, uses Frequency Modulation (FM) to attach the signal to the carrier wave. This system varies the frequency - speed of oscillations of the waves - but keeps their amplitude or breadth constant. However, FM signals reach much shorter distances than AM signals because FM follows the line of sight. In other words, the antenna and the radio receiver must be able to 'see' each other, with no obstructions in the path - such as hills or high buildings - which interrupt the signal in the same way as they interrupt sight. But even with the transmitter and receiver in line of sight, the distance between them is important because with radio signals each time the distance is doubled the signal strength is reduced to a quarter of what it was. Put another way, in order to reach twice the distance, four times the power is needed.

FM was invented in 1933 in the USA, and the first station to use it was built in 1939. It has advantages over AM, especially in its freedom from distortion and interference. It required different broadcasting transmitters and radio receivers to the ones in general use in the 1930s and 1940s, and so it was slow to expand. Indeed, it really only began to take off in the 1950s and 1960s in industrialized countries, and in the 1970s and 1980s in developing countries - and even as late as the 1990s in some of these.

Amplitude Modulation	Frequency Modulation
Frequencies between 535 KHz to 1605 KHz on the standard broadcast band.	Frequency between 88.1 MHz to 107.9 MHz
10 Kilo cycles separate Frequency	200 Kilo cycles is the distance between FM Frequencies
Fine tuning edge is 5 KC	Fine tuning edge is 15KC
Ground wave creates primary service area	Propagates direct or line of sight pattern.
At night AM's signal is reflected by the ionosphere	FM stations are not affected by evently changes



ORGANIZATION OF A RADIO STATION

Radio station management is a multifaceted activity. To control each and every sections there are different departments with heads. In India the supreme authority of broadcasting station is the Government of India under the Ministry of Information and Broadcasting since October 24, 1941. The Minister for Information and Broadcasting is responsible to parliament in all matters concerning broadcasting. The Director General of All India Radio has been delegated all powers of information and broadcasting who is acting as the Chief Executive Officer. The All India Radio headquarters in Akashvani Bhavan in New Delhi is presided over by Director General. On the programme and administrative side Director General is assisted by an Additional Director General and four Deputy Director Generals. One of the Deputy Director Generals deals with administration and functional matters and act as financial advisor.

The Engineering operations are controlled by the Engineer in charge who is assisted by three Chief Engineers. They deal maintenance, training, projects, developments and civil constructions.

A local radio station is headed by Station Director. He/she is in charge of the station. All matters including programme, administration and policies dealt by the Station Director. She/he is assisted by an Assistant Director. There are Programme Executives (pex) who are in charge of production. They play the key role of producers. A pex deals specialised programs and subjects. Separate divisions like music, drama, youth, women, sports etc. have separate pexs.

The engineering wing is under the charge of Station Engineer. He/she deals all aspects of engineering. This wing operates and maintains transmitter, studio and remote equipments. They keep engineering logs and records. Engineering wing arouse helps to design, build or install new equipments for special program purposes. Assistant Engineers are appointed to assist the Station Engineer.

News service division

News is considered to be as a separate wing. At headquarters the Director of News Service Division has the status of a Deputy Director General. He/she is assisted by staff officers. News Editor is in charge of news operations in local stations. They control all activities in relation with news. The activities include news gathering, selection, correction and exchange of final copy to read. He/she is responsible for all complaints and complements about news and related programs.

The News Service Division of All India Radio disseminates and comments to listeners in India and abroad.



The first news bulletin aired from Bombay station on July 23, 1927 under India Broadcasting Company. The news wing of All India Radio came into existence in August 1937. All India Radio now puts out 319 bulletins daily. Total duration is 40 hours and 5 minutes. It was only 27 bulletins in 1939-40. Regional news units originate 144 news bulletins daily in 68 languages and dialects. In the External services there are 65 bulletins in 25 languages both Indian and foreign. News headlines of a minute's duration on FM channel are available from Delhi since May 28, 1995.

Special news bulletins for youth and sports broadcast in English and Hindi. News on phone and news on internet are also available.

Transmitters and Relay stations

As part of independence Viceroy Lord Louis Mountbatten, Jawaharlal Nehru and Mohammed Ali Jinnah made their historic broadcasts on the partition of India on June 3, 1947. The transfer of power, on the midnight of 14-15 August 1947 was broadcast live with Jawaharlal Nehru's famous speech "Tryst with destiny". The All India Radio networks in Delhi, Calcutta, Bombay, Madras, Lucknow and Tiruchi remained with India. When the princely states were integrated with India, low power stations at Mysore, Trivandrum, Hyderabad and Baroda were taken over by All India Radio and became part of network by 1950. A Radio station began in Kashmir at Jammu on December 1, 1947. It was followed by creating many stations. By the end of 1950 All India Radio network had 25 stations with an output of 60,000 hours per annum. Programs available in all regional languages covered 21% of population and 12% of the land area. As per a report published in 2002, All India Radio presently has 208 Radio stations and 327 transmitters. These include 149 Medium Wave, 55 Short Wave and 123 FM transmitters. They provide a radio coverage to a population of 98.8% spread over 90% the land area of the country.

News Readers and Announcers

News readers read news where as announcers announce all other announcements. They speak and read on the air. Announcers plan and perform specific programs. Keep official program logs and select recorded music for a programme. News readers compile news casts from wire copies. They translate news into regional language. An announcer and news reader must possess the ability to effectively read copy aloud. Having naturally resonant and pleasant sounding voice is an advantage. Voice quality is very important in radio.

Relaxation is necessary in announcement. Here are some tips to achieve relaxation.



- Read copy aloud before going on the air. Get the feel of it.
- Take several deep breath and slowly exhale while keeping eyes closed.
- Flex shoulders and arms. Stretch luxuriously.
- When seated, check the posture. Don't slump over. Sit erect but not stiffly.
- Hum a few bars of favorite song. The vibration helps relax the throat muscles and vocal chords.
- Give ample time to settle in before going on.
- In most situations, an accent is a handicap. It should be eliminated.

Radio Jockeys

Disk jockeys are presenters of music programmes. They make a brief introduction to the music and play it. In Indian context, the jockeys express their talent in phone-ins related to film songs. Radio disk jockeys have a place in laymen's mind. In oral communication information is transmitted in two distinct ways. They are content and style. 'What is said' is the content where as 'how is said' is the style. Both content and style is under the speaker's control. Quality of a radio disk jockey is expressed through judicial handling of these two ways. Based upon the role of radio disk jockey, they are categorized in three groups.

The low profile DJ

The music gets importance. Presenter /DJ have little to say. For example, classic music programmes. Listeners are irritated if the presenter takes over the show by her/his chats. Here the radio disk jockey should use minimum words to introduce the musician and the concert.

The specialist DJ

These radio disk jockeys are experts in their area of music. They can narrate various elements of the concert in an intellectual way. Authoritative speak on a particular kind of music is expected from a specialist DJ.

The personality DJ

Most common type of radio disk jockeys. They communicate personally, give a brief narration about the music and create a sense of friendship with the listeners. Most celebrated personality DJs become part of in house



family discourses by their personally appealing presentation. Judicious decision in what to say and when is the reflector of the DJ's personality. They put narration, phone calls or quiz question and comment on the programme in proper way. Good personality DJ never makes the listeners bored.

WRITING FOR RADIO

Unquestionable accuracy is the prime concern of any news structure. First duty of a reporter is to get facts right. It is a vital elements in radio also. Accuracy in facts and sounds is important in radio. Accurate reporting makes a story authentic and believable.

ABC of writing

Language is the basic tool of verbal communication. It is an important factor in mass media also. Languages become different when the medium become different. Communication researchers point out that the language used in radio communication should be accurate, simple, clear and brief.

Simplicity makes a program easily digestible and understandable. It helps to enjoy all kinds of audience section. Layman's language is used. Common words, phrases and usages constitute popular programs.

Strive for clarity make a copy clear. A clear copy is understandable easily without confusing hearers. Dual meanings, ambiguity and confusion is eradicated from text matters. Expresses feelings and events straight forward.

One cannot remember a lot of information at a time. So in radio, matters are arranged briefly. Brevity makes a program affordable at the first utterance itself. Short sentences, words and phrases are used. Complex sentences and unfamiliar words are avoided.

BROADCAST NEWS WRITINGS

Principle of broadcast writings are not different from print journalism. The first rule of broadcast news is that story must be clear at once.

Conversation is the simplest and most popular mode of communication. Conversational attitude and language help the communication process successful. Stories written for radio and Television are written in conversational and informal languages. It is presented clearly and simply. Complicated news stories are simplified by emphasizing one or two themes.

Lead is short, simple and direct. Present tense is used. Attribution is placed first in the sentence. Broadcast writers use every day words; colloquialism and contractions are acceptable. The most widely accepted and used words must be



chosen other than strange jargons. Radio news must be accessible and immediately comprehensible.

Broadcast writers try to use the following guidelines

- Use every day language.
- Simplify complex sentences. One way to do this is to begin a story with some background materials.
- Use short sentences. Listeners can not follow long sentences. Sentences with more than 25 words should be splitted into two.
- Eliminate unnecessary words.
- Introductory phrases and clauses are dropped.
- Favour the present tense. It helps to provide the sense of immediacy.

Keep items brief. Find the major theme and concentrate on it.

News stories must be legible and intelligible. Designed for effortless reading. News stories must be well structured and organized. Five Ws should be incorporated into each story. Copy writers must possess a complete understanding of the unique nature of the medium. Familiarity with the audience and knowledge of the product being promoted. A station's format will influence the style of writing. The copy writers must be thoroughly acquainted with the station's particular programming approach. "The wire service and networks are the primary source for local stations. William Rivers present a media checklist for broadcast writers. Here is the list.

- Write more informally. The words are to be spoken. Reading sentences aloud provides a test of their sound that can not be made in another way.
- Round off figures.
- Make qualifying statements at the beginning of a sentence.
- Carry latest news. Radio can not compete with news papers for details.
- Personal address makes it more emotional.
- Read all copy loud for avoiding awkward sounds.
- Simplicity is the key note. Puns and tongue twisters tend to confuse news casters.



- Transitions are used at the beginning of the sentences.
- Avoid listing names at great length. Unfamiliar names need not be used at all.
- Use only widely known abbreviations.

BULLETINS

Bulletin is the news broadcasted through radio/TV stations. The concept is that bulletin becomes a bullet. It strikes in the mind of the audience. Bulletins appear regularly. Day to day affairs is the major components of bulletins. The history of news broadcast in India is much older than that of All India Radio. The first news bulletin went on the air on 23 July 1927 from Bombay station under Indian Broadcasting Company, a private venture. The news wing of All India Radio became a reality in August 1937. From 27 bulletins in 1937-40 All India Radio now puts out 319 bulletins daily with a total duration of 40 hours and five minutes. Major news bulletins are of 15 minutes duration. Others end in 5 minutes. The five minutes bulletins provide headlines and summary only.

NEWS REEL

News reel is a magazine program based on current affairs and news. This news oriented program aims information and education. News reel provides news and comments. It includes spot reports, comments, extract from speeches and external voice clipping like speech, interview etc. It is a periodical. Formats may be of feature, narrative, conversation and other forms. The reporter/producer is free in preparing news reels. Normally news reels are of 15 minutes duration. Special bulletins or reels also appear during special occasions like Hajj, Parliamentary sessions etc. Comments from the press also belong to this category. It was started on 10 December, 1955 both in English (Radio News Reel) and Hindi (Samachar Darshan) from Delhi. Regional news units put radio news reel in the perspective of regional languages.

NEWS ON PHONE

Part of peoples participating programs All India Radio introduced *All India Radio news on phone* on 25 February 1998. The service provides the latest news highlights in Hindi and in English to any listener on dialing the specified numbers. Most important specialty of News on Phone is that it provides an 'anytime, anywhere news' on telephone. Initially the service provided in New Delhi station. Then it was extended to Chennai, Mumbai, Hyderabad, Patna, Ahmedabad, Bangalore, Thiruvananthapuram, Imphal and Lucknow stations. Guwahathi, Kolkata, Raipur and Shimla stations also make available of news on



phone. Phone in programs and Radio Bridge Programs are broadcasted on special occasions like budget presentation, elections etc. All India Radio is now available on the internet where it becomes a round clock and up to minute activity.

Radio on demand

Radio is a transient medium. What you heard is not possible to rehear. Radio on demand is a progressive step in the history of radio transmission. If you are interested to hear a programme again, this facility allows you to get the programme. A listener can place request of songs through telephone for listening it on All India Radio's FM channel. The request is automatically served through a computer which plays the requested song at appropriate time to the FM transmitters. The service is now available in Chennai, Kolkata and Mumbai FM stations. Radio on Demand is an interactive programme in radio. The dialing method for placing the request follows three simple steps:

- Dial radio-on-demand service telephone number.
A message " Welcome to AIR RADIO-ON-DEMAND Service, please press Star (*) twice after the beep" will be heard.
- after getting the beep sound, press star (*) switch twice.
A message "Please dial music number" will be heard.
- Now dial the choice song number.

A message "Your cue number is (cue number), thank you for dialing, please wait for your turn "will be heard.

If the dialed song number is not a valid one, a message "sorry this song does not exist, Thank you for dialing" will be heard.

VISUAL RADIO

Thanks to Convergence of technology, it is possible to combine FM radio with mobile phone. By activating General Packet Radio Service (GPRS), listeners can listen radio while watching details of the programme on the mobile screen. Details like name of the artist, singer, music composer etc are available on phone screen. This kind of radio application is called Visual Radio. India is the third nation in the world to offer GPRS service. Even though GPRS is not active, mobile phones facilitate to listen FM programmes.



EDITORIAL DISCRETION

What goes into an All India Radio bulletin is finally decided by the Editor-in-Charge. He/she goes by certain traditions and values which have stood the test of time. The main principle of news evaluation was circulated to the Director of News Service Division; a copy of which is reproduced below:

“News policy fo All India Radio has grown almost entirely within the News Service Division response to the pressure of events and on the basis of professional experience. In dealing with news, facts are presented without embellishment, colour or bias. The main principles of news evaluation have been:

- Judging every story strictly on the basis of its news value.
- Ensuring the highest standard of accuracy and good taste in news reporting.
- Treating news factually, objectively and analytically, but not sensationally.
- Avoiding methods of news reporting and treatment which might create alarm and panic.
- Projecting national and international ideals for which the country stands.
- Reporting news aimed at ensuring territorial integrity, national integration, secularism, norms of public decency, maintenance of public order and upholding the dignity and prestige of Parliament, Legislatures and the Judiciary.
- Noticing national achievements in different fields.
- Keeping off personal or slanderous news.
- Keeping out sex and crime stories unless they are of wide public interest
- Applying the highest standards of objectivity in reporting political controversies in order to give a balanced coverage by avoiding the use of slanted or coloured versions.
- Ensuring that the susceptibilities of a religion, a nation or a government are not offended.
- Avoiding presentation of news in a manner that would encourage subversive activities against a government established by law.
- Keeping out gambling or similar information which might tend to cause listeners to gamble on the outcome of an event.
- Avoiding advertising, advancing or promoting interests of an individual, business or trade by referring to its name or other-wise, unless the name is essential to the story.





RADIO PROGRAMME GENRES

Interview

Interviews always strive for gathering information. In radio interview provides exact words of the interviewee. Actuality is the prime concern. Based upon the reason, way of approach and presentation styles interview can be in four ways:

Informational: to impart particular information to the listener

Interpretative: to get comments, explanations etc. the interviewer supplies facts and ask the interviewee to comment is the common style.

Emotional: to provide an insight into the environment. Rather than interpretation, emotion is important here. The strength of the feeling is highlighted.

Documentation: to contribute oral history about an event. It has three phases. First, the facts, background information or sequence of events. Secondly, the interpretation or implication of facts. And finally, their effects.

Vox Populi

Vox Populi is voice of the people. The term "vox pop" comes from the Latin phrase voxpopuli, meaning "voice of the people". The vox pop is a tool used in many forms of media to provide a snapshot of public opinion. Random subjects are asked to give their views on a particular topic and their responses are presented to the viewer/reader as a



reflection of popular opinion. It is recorded in street and in markets. The interviewer approaches people "in the street" and asks them simple questions about the topic. Always, ask open-ended questions and avoid leading questions. At the same time, you must be specific enough to obtain brief answers. These people will be new to interviews and will often be nervous, flustered, giggly, etc. It's therefore important to make them feel comfortable and relaxed. Opinions of the ordinary people are provided in this kind of interview programme. Expression of public opinion in selected issue is the aim of vox populi. Questions should be framed with an utmost care in vox pops. Always the questions should be leading ones. It never feels insulting to the public. Humor, insight, variety and spontaneity are the major attractions of vox pops.

Discussion

Juxtaposing two or more perspectives in a Dias is the hallmark of discussions. The presenter describes the facts and background. Ask participants or panelists to respond. They react accordingly. Contradictory views are available in a discussion. This helps to make public opinion on live issues. Listeners can take part to any of the viewers or form an independent opinion. Discussions provide opportunity to hear arguments and counter arguments. Presenters always take an independent position in discussions.

Phone-ins

Laymen's participation in broadcasting is the benchmark of phone-ins. Participatory approach in programmes is reflected in phone-ins. Democratic view and to create community action are prime concern of this programme. It is a feedback mechanism also. If wisely used, phone ins give healthy comments and criticisms regarding radio programmes. Being a mass medium, radio offers least possibility for feedback. Like letters to the editor in print, phone-ins also mark feedback. Listeners' voice is heard through radio is the most successful element of this programme. Critics of phone-ins are of the opinion that it is no more than a way of filling air time. But the satisfaction reflect on the face of those heard their own voice in air tells a different story. Participatory programmes help to make the medium more and more popular.

Sequence

Sequence or strip programme is the lengthy slot with a wide audience appeal and with the emphasis on the presentation. It appears daily. Generally the length of the programme is between one hour and four hours. International radio broadcasters prefer names for sequences by the name of the presenters.



As in the popular disk jockey programmes. To keep a consistent style the presenter regulates the tone by her/his personal approach. The air time of a sequence is filled with verities of segments. A sequence becomes more personal and local specific while the information is added with the value proximity and practical. Different voices, locations, actuality and music could be used.

Magazine

A magazine is designed for a specific audience. Emphasis goes on to content. They are tightly structured. Magazine titles reflect the core theme of the programme or the taste of the target audience. The title will be very realistic rather than abstract ones. Magazines appear regularly in a regular time. Periodicity of a magazine is important as it is in print magazines. This programme always tries to transmit more than one format or item in a magazine. Usually in a half an hour mag, more than fifteen minutes will not spend for single item including the presenter's explanation. Relevance of the topic, trends, innovation and novelty are factors promoting the value of magazine programmes.

Feature

Facts and imaginative exercises mixed in features. It may include folk music, drama and other fictional elements like poetry, music stories, voices, sounds, etc. to illustrate a theme. According to Laurence Gilliam, former head of BBC Feature department, feature programme is "a combination of the authenticity of the talk with the dramatic force of its own sake, the business of the feature is to convince the listener of the truth of what it is saying, given though it is saying it in dramatic form".

Documentary

Radio documentary is the voice documentation of an event. Documentaries wholly depend on facts, written documents/records, attributable sources and interviews. Honesty is the face value. To inform is the major objective. Concentrates on contemporary issues. Documentaries deal single event in its details. It is a detailed analysis of an event, activity or person. Much of documentary materials are gathered through location interviews and spot recordings. Actual sounds create the mood of the real atmosphere and [proclaims the programme's authenticity. Role of music in documentary is minimized where real fact life voices get prime importance. Factual material collection is the paramount feature of documentary production.



AIR SEGMENTS

Corresponding to the technological developments and new initiatives media sector is becoming fast growing industry. Information and Communication Technology is the latest trend of discussions. Peoples participatory approach is the key point of all discussions. In such an atmosphere radio also changed a lot in their approach to audience and programs. The history of All India Radio programs mark various changes and participatory initiatives. All India Radio has introduced more interactive programs like *live phone in*, *dial in*, *dial out*, *radio bridge* etc. to maximize listeners participation. Vividh Bharathi programs are being relayed over local radio stations in the afternoon transmissions. These stations broadcast their own programs in the morning and evening transmissions. Traditionally radio programs fall into certain categories.

Music

All streams of music - classical, folk, light, film are broadcasted by All India Radio. Music programs popularize music of the north in the south and vice versa. Radio provide opportunity to play music and reach the homes of the people in their hours of leisure. Broadcast of Hindustani and Kamatic musics in the national program and sangeeth sammelan concerts led to wider appreciation of two schools of music. By providing musicians a country wide audience this medium has given them fame and status. The recognition of folk music by All India Radio has given much needed sense of confidence in their cultural values. It has arrested the unfortunate process of drifting away of some of the tribal people from their folklore and way of life. Youth musicians also get wide opportunities to express their creativity through All India Radio.

Drama

All capital and regional stations of All India Radio broadcast plays in different languages. Radio adaptations of outstanding novels, short stories and proscenium theatres are also available in the form of radio dramas. The plays broadcast by All India Radio in its national program are drawn from regional languages. All India Radio competitions for radio play are organized in nineteen prominent languages. The prize winning entries are translated into Hindi and circulated to all stations for their language translation and production.

Theatre is one of the oldest forms of communication. Theoretically it is framed to present audio visually on a stage. It is live. Script writer, director, actors and audience come at a point of harmony. Proscenium theatre is facilitated by a curtain, backgrounds, lightings, costumes, body language of actors and actresses, visual imagery and live sounds. Writers and actors are free to utilize all these facilities and



to add meanings to their actions and creations. But in radio all such facilities give way to sounds and effects. A radio drama presents word pictures. Dialogues, instruments and background sound effects keep a harmony to make pictures in hearer's mind. Simple dramatic situations, language and imagery are used in a radio drama. Tonal variations make impacts. Each words and sounds should provide exact pictures. Instead of actions and facial expressions words and sounds dominate in radio dramas. Writers for radio drama script bare in mind all these aspects and prepare copy without using complex situations, imagery and long sentences.

Farm and Home

Green revolution and its back points paved a path to farm journalism. All India Radio is not an exception in contributing farm programs. All India Radio played a significant role in bringing the new technology in agriculture to the door of the rural farmer. The farm and home units of Akashavani were started in 1966 to support intensive agricultural district program. It popularized the high yielding new “wonder seeds” resulted by the green revolution. With the introduction of new technology in agriculture made necessary by the high yielding varieties program, the dependence of the farmer on day to day guidance about fertilizer application, pesticide use or water management. Farm and home units brought the experiences of farmer and the extension workers in the field. The script for this program is often based on information supplied by agricultural information officer of the state government in response to a sudden change of weather or attack by a blight. It is read by voices familiar to the rural listeners. All stations of All India Radio have five to ten minutes of morning farming hints relating to the main agricultural operations of the day. Around six percent of the time of regional stations of All India Radio is devoted to broadcasts specially directed to rural listeners.

Yuvavani

Yuvavani provides youth a forum for self expression. The aim was to achieve a high degree of involvement and participation by the young in programs of All India Radio. Stress was laid on giving the youth a direction, introducing them to the history and culture of the country and opening a window on the world. Recently the stress has been on vocational guidance. Basically yuvavani is a cultural get together of youth which takes the form of music recitals, plays, talks, and discussions by the youths, interviews with young people, news reel and documentaries. Youth are free to choose their own subjects and produce programs. When yuvavani started as a city centered service over low power transmitters



it was dubbed as elitist. Participants from outside the city limits were not invited. It now acts as non formal educational program for rural youth. When Prime Minister Indira Gandhi inaugurated a separate program channel for youth called Yuvavani on 31 July 1969 it was a pioneering venture for four broadcasting organizations had done that before.

Sports

Sports in radio largely consists of live ball to ball description of an actual situation. Unlike other sports program viz. resume, radio report, news reel and magazine which involve subsequent reporting or analysis including interviews with sports men and women; running commentaries command high listening. On November 19, 1972 All India Radio introduced a daily sports service. The service mainly consisted of running commentary in English on football and hockey matches from the four zonal stations. Commentaries in English only did not command interest from the common man. The commentaries in Hindi or in regional language had to be broadcasted from zonal stations simultaneously in another channel. All India Radio provide effective coverage to international and national sporting events held in India and abroad.

Health and family welfare

All India Radio stations broadcast more than 12,375 programs on family welfare every month in all the major languages and dialects of India. Programs of AIDS, TB, dengue fever, Sexually Transmitted Diseases, Malaria eradication program, child survival and safe motherhood program, sterilization, vasectomy, tubectomy etc. are broadcast under the title of family welfare programs. Success stories also broadcast regularly. Experts, physicians and socially recognized activists contribute through these programs.

Minorities program

Minorities could be of sex, language, religion, caste, tribe, race, culture or taste. Programs for women and children are thus categorized under minorities program. But All India Radio prepares to call them special audience programs. A major language in one state could have a minority status in another. Programs from regional stations seek to satisfy the cultural needs of the linguistic minorities within the service area of the stations. All India Radio pays special attention to two major languages of India. Urdu and Sindhi which are not used as state language in any state except for Urdu in Jammu & Kashmir. Since in most cases the major language of the state or territory is widely understood the demand of linguistic or ethnic minorities for special treatment generally has a cultural origin. Usually a special service for linguistic minority may be considered only if it constitutes live



percent of the population of the service area of the station. There are exceptions particularly in case of ethnic minorities in the North East.

POLICY GUIDELINES

The preamble to the policy guidelines issued by the Central Government in 1980 says: “The activities of the media should be an input in the nation-building tasks. They must strengthen the confidence of the people, promote the concept of self reliance and encourage forces of unity and National harmony”. It emphasizes that “the official media must remain credible as well as interesting to all the sections of the society, especially the youth of the country”. The government has approved the following guidelines for assisting the various official media units in their functioning:

Media units should give effective coverage to Government’s programmes, policies and achievements. Particular attention should be given to programmes and dissemination of information relating to developmental activities in all their facets. For example, extension work in agriculture, education, health and family welfare, and science and technology.

Media Units should devise and present suitable programmes relating to youth, including information regarding opportunities for and generation of employment in various fields.

Vigorous steps should be taken by the official media units to serve the rural population, minority communities, women, children, illiterate as well as other weaker and vulnerable sections of the society.

Each media unit should try to encourage both individual as well as collective effort by the handicapped, such as blind, deaf, dumb and other disabled persons as well as institutions doing service to this section of the society. Media Units should also try to propagate the good work that is being done to eradicate diseases like leprosy and to remove inhibitions about them.

The Media units should also devise suitable programmes to eradicate social evils such as untouchability, narrow parochial attitudes and loyalties, inequalities and exploitation. Steps taken by the Government in this regard should be highlighted.

Dissemination of information, news and comment in Akashvani, Doordarshan and Films Division should be done in a fair, objective and balanced manner including contrasting points of view with emphasis on events and developments. References to personalities may be made primarily for



providing human interest.

Media Units should adopt a professional approach in their activities. They should strive for creating audience interest and to meet their needs and expectations by talking about what is on the ground, having stories of local interest in a realistic manner by adopting actual field-based coverage. The media units should, instead of limiting themselves mostly to what the Government is planning to do, identify and highlight successful examples of group and individual efforts in developmental activities and towards should also be covered from the public point of view without any hesitation in bringing out healthy criticism.

Media units; particularly Akashvani and Doordarshan, should endeavor to put out news and features which are investigative and in depth. There should be a greater attempt in diversification of coverage in terms of personalities being brought in for participation, places of origin of news and sources being relied upon.

Media Units should have a constant dialogue among themselves and establish effective horizontal linkage to support and supplement one another's programmes and resources.

Each Media unit should have adequate systems for continuous evaluation and re-assessment of its performance in the context of its specific objectives, resources and schedules.

COMMERCIALS

All India Radio introduced commercials on November 1, 1967. It is extended to 126 primary channel stations, 39 Vividh Bharathi centers known as commercial broadcasting service centers, 76 Local Radio stations and FM metro channels. Spot programs and sponsored programs are there. Besides them All India Radio opened Greeting messages, Classified advertisements and Live spots. Hiring of All India Radio studios and direct booking. It helps to attract the interest of listeners and advertisers. A report compiled and edited by Research, Reference and Training Division of Ministry of Information and Broadcasting enlist the latest information on the multifaceted activities and programs of All India Radio (for more details please visit www.nic.in/rtrtd)

Accepting the recommendations of the Chanda Committee, Government decided to introduce commercial advertisements on the Vividh Bharathi Medium Wave channel on the Bombay - Pune - Nagpur beam of All India Radio from November 1, 1967. It has now been extended to 126 primary channel stations, 39 Vividh Bharathi centres known as commercial broadcasting service centers, 76 local



radio stations and light FM metro channels. All India Radio conducts its commercial business mainly through advertisement agencies. Advertisement booking is on a first come first serve basis, though preference is given to national campaigns. Sponsored programs offer an opportunity to the business community to present programs with a social purpose while conveying a message. They take various formats like skits, serials, musicals or quiz programs. When these programs were introduced in May 1970 it was hoped that they would bring forth a certain freshness of approach and liveliness of presentation. Besides broadcasting commercial spots/sponsored programs, new avenues have been opened, to attract the interest of listeners and small advertisers. They are:

Greeting message

It is an innovative client to earn revenue from greetings and good wishes by the near and dear ones of the listeners.

Classified advertisements

They are common in print media. It has been given time in the audio media as well to give variety of options to the local advertisers with a nominal budget. Classifieds are accepted for live broadcast.

Live spots

All India Radio recently introduced live broadcast of spots in the remote areas where recording facility is not available in the market.

Hiring of All India Radio studios

All India Radio has decided to extend help to the small and medium local advertisers by offering them All India Radio studios on hiring basis.

Production of spots

Production of spots and sponsored programs on request of advertisers are being undertaken by the staff and technical equipment available at studios with a reasonable charge to suit the advertisers.

Direct booking

In house marketing extend opportunity for direct booking of advertisements and sponsored programs to boost revenue generation.



CODE OF COMMERCIALS

The code of commercial broadcasting indicates the general rules of conduct in advertising. Advertising should be designed to conform to the laws of the country and should not offend against morality, decency and religious susceptibility of the people. No advertisement should be permitted:

- Which derides any race, caste, color, creed, nationality except where in such usage would be for the specific purpose of effective dramatization, such as counteracting prejudice.
- Which is against any of the objectives, principles and provisions of the Constitution of India.
- Which will tend to incite the people to crime, promote disorder, violence and breach of law.
- Which presents criminality as desirable or furnish details of crime or imitation thereof.
- Which would adversely affect friendly relations with foreign states.
- Which exploits the national emblem, or any part of the constitution of the person or personality of national leaders or state dignitaries.
- On cigarettes and tobacco products.
- On real gold and jewelry (not artificial)

RADIO PRODUCTION

Brilliance in production, novelty in idea, cute presentation... all will become a futile if poor operational techniques are prevailed. The quality of a radio production is deeply depended directly to the engineering wing and the operational standards.

Computer Audition

Computers are used for recording, editing and replaying audio material in digital form. Computers offer very high quality sound. Immediate access to any part of the programme is another peculiarity of computers. Varieties of software are available for recording and editing. Popularly used ones are SADiE, Radioman, and RCS master control, DALET, Soundforge, VCSDiRA, Adobe Audition, Soundscape, Simian, Pro-tools, D-card, and Prisma etc.

Programme presenters, producers or journalists have something to do in a live studio. Robert Mc Lersh lists the basic operations in radio production:

- To transfer into the database an item from another source



- To retrieve an audio item from the computer database
- To edit, rename and save an item
- To open a programme running order
- To move items within a running order
- To play out an item through the desk on air

Reporter's tools

Most probably reporters work at field. Field recorded sounds and bytes make a bulletin more interactive and authentic. Though our news bulletins have not accepted such reporting culture widely, it is a necessity. This will become an inevitable part of news production in a competitive news world. To assure field recording a reporter should need certain equipments. Reporter's kit must contain:

- Battery recording machines
- Robust Omni mike
- Small folding mike stand
- Lip mike
- Long mike cable
- Assorted plugs and leads
- Waterproof insulating tape
- Headphones/ear piece
- International double adapter telephone plug
- Radio
- Spare batteries, cassettes, discs, leads etc.

Scripting is the first phase of any type of programs. After adopting a clear cut idea on the program, writers make scripts. They follow certain characteristics for radio scripts which has discussed earlier. Broadcast writings are intended to be aired. For this purpose acute technical assistance is a must. By adding cues, tape inserts and special effects scripts are mechanized. All scripts should be recorded in a fixed format by using recording equipments. One half of a total broadcasting system consists of a sound source and pick up devices called microphones. They are placed in a controlled acoustical environment ie. studio, control room and a transmission station.



Sound source

A series of compressions and rarefactions in the air or variations in air pressure give rise to audio frequency waves. The frequencies which can be perceived by human ears are limited in range. At the lower end it is approximately 16Hz (cycles/second). The upper limit is 16KHz (Kilocycles/second). The variations in air pressure are intercepted by suitably placed pickup devices or microphones.

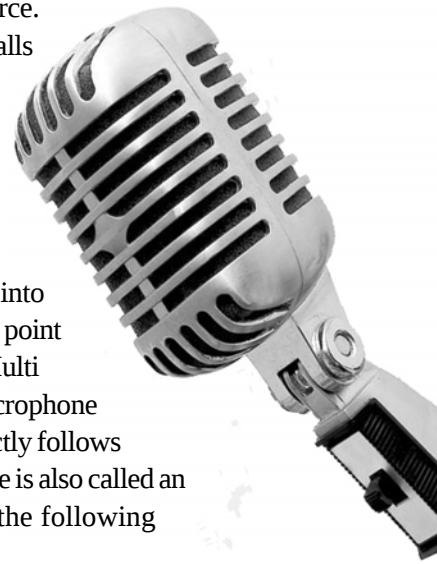
Studio

Studio is a sound controlled acoustical environment. No external sounds are allowed in studio rooms. The location of studio room is completely dead because it is constructed not to allow a little external sound or for no reflection of a sound wave from the walls and the ceiling. A microphone placed in this dead place picks up only the sound emanating directly from the source. This is achieved by affixing absorbing material on the walls as well as the ceilings. This process is commonly called acoustic treatment. It helps to be sound proof or the rejection of unwanted extraneous sounds.

Microphones

The device microphone converts acoustical energy into corresponding electrical variations. A crucially important point of broadcast program is the selection of microphones. Multi microphone pick up is not unusual in broadcasting. A microphone produces high fidelity electrical output only when it exactly follows the impinging sound impulses. A high fidelity microphone is also called an *objective microphone*. This microphones must satisfy the following conditions:

- Respond equally to all frequencies in the audio range.
 - Not add extra frequencies which do not exist in the original sound (harmonic distortion)
 - Not by itself generate electrical noise
 - Capability to produce sufficient electrical output for the smallest perceivable value of sound pressure (sensitivity)
 - Acoustically transparent so that it does not by its presence, distort the wave front
- Free from acoustical resonance





CONTROL ROOM

All programs are not originating from a radio station. A lot of other sources are assembled in real time programs. Much of them may be from libraries and out station broadcasting units. Advanced techniques in recording on magnetic tape is credited to extremely faithful reproduction.

Gramophone turn tables and play back decks for recording and editing is an essential thing in broadcast stations.

Control room is the focal point where the outputs of the microphones and other sources like tape and disc reproducers, remote feeds from receiving centres and long distance lines are switched to the telephone type cables. Then link the studio with the transmitting stations. Equipments in a control room are:

Program amplifiers: Raises the program to the level necessary for the line linking the studio centre with the transmitting station.

Amplifiers and loudspeakers: for the monitoring system.

Volume indicators and controllers: Helps to regulate the program level.

Mixers: Enable the combining of a number of



microphones and other sources with the facility of controlling each output. The general rule in mixing is to bring the new fader in before taking the old one out. A slow mix from one sound source to another is the 'cross fade'.

Switching devices: Direct the outgoing programme to the correct transmitter.

Equalizers: Actually they are adjustable filters that effect reduction in the low frequencies proportionate to the deficiency in high frequencies which occurs in a long telephone cable. This is necessary to ensure that the reproduction delivered by the line at the far end is faithful to the program impressed on the line at the sending end.

BROADCASTING CATEGORIES

Broadcasting can be divided into three general categories:

➤ **Public-service broadcasting** is generally conducted by a statutory entity, which is usually - though not necessarily - a state-supported or a state-owned corporation. Its broadcasting policies and programming are often controlled by a public body, such as a council or a legally constituted authority. All India Radio is the best example for this kind of radio operation in India.

➤ **Commercial or private broadcasting** provides programmes designed primarily for profit from advertising revenue and is owned and controlled by private individuals, or by commercial enterprises.

➤ **Community broadcasting** is a non-profit service that is owned and managed by a particular community, usually through a trust, foundation, or association. Its aim is to serve and benefit that community. It is, in effect, a form of public-service broadcasting, but it serves a community rather than the whole nation, as is the usual form of public broadcasting described above. Moreover, it relies and must rely mainly on the resources of the community. A community is considered to be a group of people who share common characteristics and/or interests.

Community Radio

To cater the socio-cultural needs of the society various community organisations run community radio stations. UNESCO defines: "A community radio station is characterized by its ownership and programming and the community it is authorized to serve. It is owned and controlled by a non-profit organization whose structure provides for membership, management, operation and programming primarily by members of the community at large. Its programming should be based on community access and participation and should reflect the special interests and needs of the listenership it is licensed to serve."



The pioneering experiences from which today's community radio has evolved began some 50 years ago in Latin America. Poverty and social injustice were the stimulus for those first experiences, one beginning in Bolivia in 1947 and known as the Miners' radios and another in Colombia in the same year, known as Radio Sutatenza/Acción Cultural Popular. Even so, this first systematic effort by Radio Sutatenza to educate by radio created a movement that "...spread and was later consolidated through ALER, the Latin American Educational Radio Broadcasting Association. This inter-linkage of radio and education is basic to the idea of public service and marked the birth of community media in Latin America."



Sangham Radio

Sangham Radio is the first community radio station to go on air in India and follows the approval of India's Community Radio Policy in 2006. It is also notable as the first radio station in the country to be led by women and the first Dalit (socially marginalized castes) radio station. Located in Machnoor village, Pastapur, in the Medak district of Andhra Pradesh, it broadcasts on 90.4 FM for one and a half hours daily, and reaches a cluster of about 75 villages.

The launch, on 15 October 2008, of Sangham Radio as an independent community radio service on the FM waveband was a historic day for the development of community radio in India and the culmination of nearly ten years development work in the community of Pastapur, supported by the Deccan Development Society (DDS), a non-governmental organisation that has been working in the villages with Dalit women for more than 20 years.



Deccan Development Society (DDS), had initiated a programme of video and audio production training in the local community in 1999. The project built on a tradition of self-organisation and self-help centred on the women's village level sanghams (women's self-help groups). The Community Media Trust (of which Sangham Radio is a part) was formed in 2001 under the management of seven non-literate Dalit women. The first audio productions of the Trust were distributed on audio cassettes. Later, with the support of UNESCO and other agencies, the infrastructure for a radio station including studios and transmitter was completed. By the time India's Community Radio Policy was approved in November 2006, there was a community radio facility in place with a bank of 600 hours of programmes. All that was needed was permission to go on the air. A license application was submitted to the Indian Ministry of Information and Broadcasting by DDS in early 2007. Some 18 months later the application completed its final stages of regulatory approval. Although Sangham Radio has benefited from external support its sustainability is firmly rooted in the social and economic support of the local community. A recent plan to provide financial support to Sangham Radio was formalized in July 2009. According to this plan, each of the 5000 Sangham members will contribute Rs 50 every month towards the radio station resulting in an annual contribution of Rs 2,50,000 (approx. US\$ 5,000).

Medak is one of the least developed and arid regions of the country. Poverty levels are high. Sangham Radio was the culmination of a long felt need by local Dalit women that community media of their own could be a critical ingredient for poverty eradication. The community radio voices the perspectives and needs of the marginalized. Its success is linked to the larger goal of the Dalit women in Pastapur to have their own media. Its sustainability is linked to a vision of community autonomy as being critical for sustainable development. For the women involved in Sangham Radio, autonomy means not only self-sufficiency in food production but also media autonomy. The project has been a pioneer for community radio at the national level while being firmly rooted in local self-help and mutual aid.

RADIO VILLAGE

Radio was a symbol of status once. Radio parks, radio cafe, and community radio centres were established to make the radio accessible to the community, especially in rural areas. Radio village is an extension of community radio centres. A community radio centre needs presence of the audience in a hall/centre. The concept of radio village provides opportunity to listen each and every member of the community in a village in the jurisdiction of the project.

The concept was introduced in Karnataka by N. Keshavamurthy with the support of All India Radio, Mysore. The radio village was installed and inaugurated on November 23, 2004 at H. Kodihally of Mandya district in Karnataka state.





According to Keshavamurthy, the radio village has the following salient features:

- People can effectively listen to radio without getting their work disturbed.
- Community announcements can be made using the system very easily.
- A senior farmer/leader of the community can address people daily and guide the community about what it should do the next day for better farming.
- Various departmental officers, health workers, village extension workers can use this system to disseminate their information easily otherwise they should have hired a village person for their communication.
- People of the village can give their own programmes using this set up when the regular radio programmes are not on air.
- Helps radio to plan need based programmes for the community.
- The system is so provided that individual /sector of the community of their choice without disturbing the whole community.
- Community radio listening imbibes time management in every heart and home.





FM RADIO

The debate about breaking the monopoly of All India Radio in broadcast began to challenge with the Chanda Committee Report on Broadcasting and Information Media, 1966. This document on broadcasting and information media claims that "it is not possible in the Indian context for broadcasting to flourish under a regiment of departmental rules and regulations. It is only by an institutional change that AIR can be liberated from the rigid administrative and financial procedures of the Government". Subsequent committees have specifically recommended decentralizing broadcasting to institutionalize the process of participation and to meet people's fundamental right to information.

The Supreme Court passed a judgment in 1995 declaring that the airwaves were a 'public good' and stressing the importance of maintaining a balance in broadcasting between market (commercial) forces, government monopoly, and meeting the people's needs and rights to receive and impart information. It became the benchmark of the debates over broadcasting in India. This judgment opened the door to the granting of licences to local stations for public participation and territorial / sectoral broadcasts, but the legislation necessary to allow this to happen has still not been passed.

The main results so far of the decades of debate on the subject have been some decentralization by All India Radio to 'local' stations. All India Radio rapidly expanded commercial stations using FM frequencies belonging to All India Radio that have been leased to private operators. Some of the All India Radio 'local' stations try to get closer to the community and use community radio styles. But for the most part, these 'local' stations merely relay urban



oriented programmes from the national or from regional capitals, rather than producing locally relevant materials.

Commercial broadcasting is only allowed to provide entertainment. News and current affairs, and even sex education, are banned. Thus, the private FM stations, which have been expanding in response to market forces, have created a profile as 'electronic discos' for urban youth. A consultation session attended by more than 60 broadcasters, legal specialists, university staff, and development communicators met in Bangalore, India, in September 1996 and signed the Bangalore Declaration urging the government to take steps to legitimize and promote community radio. So pressure has been building, and there appears to be light at the end of the tunnel.

The Inventor of Frequency Modulation

Edwin Armstrong, an American scientist responsible for much of the earliest technical development of radio broadcasting in the first two decades of the 20th century, made the FM breakthrough in 1933. Born in 1890, he was enthused as a boy by the exploits of Guglielmo Marconi, who in 1901 had managed to send the first radio signal across the Atlantic. At the age of 14, Armstrong decided to become an inventor. In 1939 he financed the first ever FM station from his own pocket, at a cost of \$300,000, to prove its worth. Sadly, Armstrong was forced to spend much of his life in litigation to protect his inventions, and in fighting the established radio industry which did not want to embark on his new FM system. Finally, in 1954, with most of his wealth gone in the battle for FM, he took his own life.

Bangalore Declaration on community radio, September 1996

This document was the outcome of four days of debates and discussions by more than 60 people representing All India Radio, universities, non-government organizations, journalists and members of broadcasting enterprises. The Declaration stressed the basic elements of a national broadcasting policy: "Towards public service broadcasting through community radio".

The key features of public service radio defined include:

(1). Regulatory Authority and Licensing Criteria:

- establishment of a National Broadcast Trust (NBT) which will be an autonomous body, free from government control;
- the setting up of a separate and independent tier of broadcasting - at village/community level;
- no monopoly or exclusive control within the community will be permitted. The community should



exercise democratic control over community broadcasting to afford equal opportunity to all groups in the community in respect of access to communication;

- the granting of licences to other bodies serving the public interest (universities, medical institutions, cooperatives, etc.);

(2) Programming:

- in addition to granting licences, NBT will direct the All India Radio to provide the required development and technical support to the licensees, including training;

- interactive format to make the programmes truly participatory;

- building linkages between private broadcasters, on the one hand, and between local institutions,

The Government reported that AIR already had low-powered radio stations in rural areas - some 89 up to August 2000 - that could offer air-time to community representatives. Government authorities also maintained that it would be difficult to control the installation of radio stations in remote areas of India.

- NBT may lay down programme guidelines to promote public interest and may monitor community radio stations and it may even exercise sanctions;

(3) Role of All India Radio (AIR):

- AIR shall play a supportive role in the development of community radio broadcasting, under the guidance of NBT;

- shall provide assistance to licensed community broadcasters in the design of their radio stations from a technical point of view;

(4) Checks and Balances:

- it is desirable that each community radio station should draw up its own code of conduct. A local ombudsman consisting of three persons shall be attached to each radio station to entertain complaints from individuals and institutions and decide on culpability;

- if the regulatory authority directs a radio station to close down, AIR shall have the authority to keep the assets in trust till the problem is resolved;

(5) Funding:

- all community radio stations will work on the principle of no-profit.



Initial capital expenditure shall be met largely by a grant through NBT, contributions from member institutions, donations from the public, advertisements, radio subscriptions, etc.;

➤ the appropriate legal form for a community radio station could be a society registered under the Societies Registration Act;

(6) Interim Measures:

➤ in the interim period when the legislative framework of community radio is pending, the Government could provide for air-time in AIR local radio stations and in private radio stations for community programmes.

Government's Green Signal to Privatising Radio forums

The government of India cleared guidelines of the FM Radio Phase III expansion on July 07, 2011. It enables revenue generation of Rs 1,733 crore from the auction of license for services in 227 cities in the country. The meeting of the Cabinet chaired by Prime Minister Manmohan Singh cleared a proposal by the ministry of information and broadcasting for the auction of new licenses of FM channels.

"New licenses will be given through e-auction that will be conducted by an independent expert agency," Information & Broadcasting minister Ambika Soni said in a briefing after the cabinet meeting in New Delhi.

The Union cabinet also decided to raise the foreign investment (foreign direct investment and foreign institutional investment) limit in FM business to 26% from 20%. The new regime - Policy Guidelines on Expansion of FM radio broadcasting services through private agencies (Phase-III) - will extend FM radio services to about 227 new cities and offer 839 new FM radio channels in 294 cities.

The govt's eye eagerly concentrates on the big revenue out of the auction. The Phase I and Phase II policies have resulted in a total revenue accrual of about Rs 1,733 crore up to May 31, 2011 by way of one time entry fee, migration fee and annual fee among others.

Actually the new decision will enhance the private sector to penetrate their ideals in radio world with an increased confidence. Media critics and academicians keep mum against the decision. At the same time corporate and media giants are in a happy mood. They made their expressions joyfully. They are ready to exploit the opportunity to expand business network. ENIL chief executive officer Prashant Panday said the third phase of expansion would make FM a pan-India medium as it would take radio to small towns. "For six years, there has been no expansion. This policy is important for future

growth," he said. ENIL owns Radio Mirchi, India's leading FM radio channel.

Just after the cabinet decision and media giants' responses, the stock market also became alert to buy and sell shares of these corporate bodies. ENIL's scrip rose 5.75%, closing at 278.75 On BSE on Thursday while Reliance Broadcast Network was up 7.09% and closed at 86.10. The rise raises a question: who is the beneficiaries of the cabinet decision? Is it the government or the media corporate? The decision is a best example for the UPA government's empathy towards privatization and foreign investment.

The new decision will also allow private radio channels to broadcast news of All India Radio. The decision is not made much attention among the media activists. Mainstream media provided a little space for the 'hot' news. No media highlighted the issue. The decision appeared in a single line in the midst of the celebrated 1,733 crore story. This is a crucial and important decision which will invite long lasting impact. The current decision is to "allowed to carry news items from All India Radio." Earlier, they had not been allowed. This is a clear finger point to the coming decisions. Within a short period, government will allow private FM channels to gather news and broadcast it. Government will decide to make changes to the existing rules and regulations for the same as in the case of television channels. Such a decision will harmfully affect the activities of All India Radio. After the decision total monopoly of news transmission will become the 'Right' of private corporate media agencies. (www.mediamarx.blogspot.com)

Roll out of private FM broadcasting

Telecom Regulatory Authority of India Consultation Paper On Licensing Issues Relating to 2nd Phase Of Private FM Radio Broadcasting April 14, 2004 notes that 108 frequencies in the FM spectrum (VHF 87 -108 Mhz) were auctioned across 40 cities in the country in May 2000. According to the document, the objectives behind opening up of these frequencies for private participation included:

- (a) To open up FM broadcasting for entertainment, education and information dissemination by commercial broadcasters;
- (b) To make available quality programmes with a localized flavour in terms of content and relevance; to encourage new talent and generate employment opportunities directly and indirectly; and
- (c) To supplement the services of AIR and promote rapid expansion of the broadcast network in the country for the benefit of the Indian populace.

Multiple round auction mechanism was followed to award these licenses. The start-up has been slow. Out of 40 cities and 108 frequencies, services



have started in only 14 cities and on 22 frequencies two frequencies are "deemed" operational.

Radio Broadcast Policy Report Committee suggested restrictions over different issues including broadcasting news and foreign investment. The first phase of licensees was not permitted to provide News and Current Affairs. The reasons for such a restriction have been explained in the report as:

(a) FM mode is best utilized for music broadcast as contrasted with talk broadcasts;

(b) Security concerns in sensitive areas prone to communal/caste tensions as policing of radio stations are difficult.

Restriction on Foreign Investment

The 1st phase of license required all shareholding in such company to be Indian except for portfolio foreign investment by FIIs/ NRIs/ PIOs/ OCBs subject to such ceiling as may be decided from time to time. No direct investment by foreign entities, NRIs and OCBs is permitted in the licensee company. In other competitive segments in Television such as DTH and Cable TV this limit is 49%.

television



9

Mass communication implies two major factors. At first it is impersonal, indirect and on a large scale. Secondly the channel used is beyond personal communication. But Television is a different medium. Television broadcasting is the process of making audio visual programmes and transmitting them. The audio visual character makes a personal and graphic impact on its viewers. Television comes closest to putting the audiences physically at the plots of events. Elements of emotion and involvement lead ordinary viewers to an empathetic and sympathetic mood towards events exhibited in television. Immediacy and sense of excitement penetrate deeply into human characters. Live coverage, colorful presentation and personal appeal attract viewers. In a sense or other it leads to a psychological slavery or addiction with a narcotic effect. Television is a fleeting medium drawing its strength from its capacity to bring alive an event taking place thousands of miles away. The rapport between television people and viewers is almost total. They are familiar in families; popular among viewers.

Technological developments resulted the growth of television as the most popular media. Television channels emerged and developed through the transmission by wire of graphic materials, utilization of cathode ray tube and the perfection of motion picture with its synchronized sound track. It is an advanced form of radio broadcasting methods. Rapid development of equipments and techniques has made first hand/on the spot reporting from the scene of news faster and easier. Immediate reach of news and events make television more popular.

Television was introduced to Indian audience as an experiment to campaign for social cause. SITE is an example for such an experiment. Apart from other Indian states, television is a popular medium for Keratites. Kerala audiences are 'addicted' to television programs. That is why only a three crore people using regional language (Malayalam) runs more than a dozen channels. In a post liberalized economy television becomes a passion and a fashion in Kerala. It is essential part of middle class society now a days. Even remote villages have television accessibility. Cable television networks help people to be familiar with multi channels in multi languages. The advent of television channel revolutionized the way we get the news. Our receivers decode the news immediately along with visuals. Nothing is left to imagination. We do not have to wait for the morning news papers. The coming in of a number of news channels has raised the level of competition. The result is, we keep on seeing flashes of *exclusives* and *flash news*. Influence of television reflects in social behavior and in life styles also.

TELEVISION IN INDIA

While searching the grass roots of developments in television transmission in India, the resarcher may fall in a face- to - face with a myth and of course a reality. The birth of television in India is considered as the birth of an "unwanted child".

An international exhibition was conducted in Delhi. It was a leading concern dealing with electronics demonstrates the function of a closed circuit television. After the exhibition, the firm was trapped in a dilemmma whether the television sets return back or put it in India. Considering the impracticable and uneconomic effort to carry the equipments back, the firm preferred to offer it as a gift to the government of India.

India government had no other alternative. So planned out to utilise the sets on an experimental basis. As early as 1956 the government of India was in contact with international organisation like the UNESCO. A proposal regarding establishment of a pilot television centre for educational, scientific and cultural purposes was designed. The emergence of television in India became a reality on September 15, 1959 with one hour experimental service twice a week. The main purposes of this initiative were "educate, inform and entertain the masses"

In his inaugural speech. Dr. Rajendra Prasad, the President of India stated "hope television will so a long way in broadening the popular outlook and bringing people in line with scientific thinking". The words of the great visionary became a



practice of modern India. Television is the most influential medium in our current society.

INDIAN TELEVISION EXPERIMENTS

Indian television sectors had developed as part of experiments in rural development. Two major experiments mark the Indian experiences in rural transmission. They are Satellite Instructional Television Experiment (SITE) and the Kheda Communication Project .



Satellite Instructional Television Experiment (SITE)

Satellite Instructional Television Experiment (SITE) is one of the pioneer experiments in Indian television scenario where television is used for social causes. The experiment became a tool for mass education through various programmes designed exclusively for the project. The programmes concentrated on education, agriculture, health and family planning. It was the first experiment to telecast educational programmes direct from satellite to receivers

The earth stations at Delhi and Ahmedabad telecasted four hours programmes every day. Programmes are classified into two: Educational Television (ETV) and Instructional Television (ITV). Educational television programmes



designed for school children. Such programmes focused on education. Broadcasted 1.5 hours programme on working days at school hours. Students are exposed to these programmes as part of the school activity. Teacher empowerment programmes were conducted during holidays. Varieties of content developed to train teachers through the facilities provided by the project. Almost 10000 primary school teachers became part of the training programmes.



Adults are exposed to Instructional television. Majority of the adults were illiterates. The village folk assembled around television sets in evenings. The project broadcasted 2.5 hours programmes in every evening. It was a prime time channel to the adult stake holders. Programmes focused health, hygiene, family planning, nutrition, improved agricultural practices and events of national importance.

The experiment practiced in 2400 villages spread over six selected regions in Orissa, Madhya Pradesh, Bihar, Rajasthan, Andhra Pradesh and Kamataka. Besides the villages, certain towns also got the programmes through earth transmitters. ETV and ITV used local languages like Hindi, Oriya, Telungu and Kannada.

All India Radio personnel planned and produced programmes at the production centers setup in Delhi, Ahmedabad and Cuttack. A committee included central and state government representatives, experts from universities, teacher training colleges and social workers helped the production team. Special committees on education, agriculture, health and family planning formed to support the production groups. The Indian Space Research Organisation (ISRO) set up its own Audio -Visual Instruction Division to plan and produce programmes for SITE.

SITE is a result of a recommendation by the UNESCO expert mission in 1967. As per the request of government of India, UNESCO undertook a



feasibility study for a project in satellite for communications. The feasibility study conducted between November 18, 1967 and December 08, 1967. Following the UNECO report, three Indian engineers visited USA and France in June 1967 to get first hand exposure to the technical aspects. Government of India set up the National Satellite Communications Group (NASCOM) in 1968 to lead possible utilizations of synchronous communication satellite. The group consisted cabinet ministers, representatives of ISRO and All India Radio. The NASCOM recommended using ATS-6 satellite for communication purposes. AT-6 is a second generation satellite developed by NASA for an experiment in educational television. To practice the recommendation, Department of Atomic Energy made an agreement with National Aeronautic and Space Administration (NASA) of US for the loan of a satellite for one year in 1969.

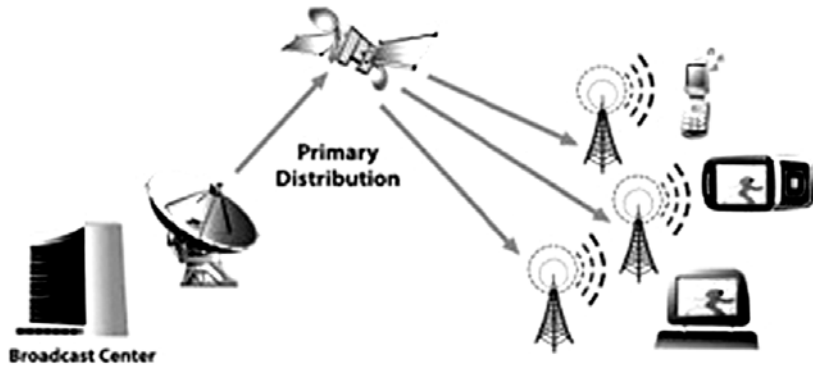
As per the Memorandum of Understanding signed between the two countries, the objectives of the project were divided into two parts : general objectives and specific objectives. The general objectives of the project were to:

- Gain experience in the development, testing and management of a satellite-based instructional television system particularly in rural areas and to determine optimal system parameters;
- Demonstrate the potential value of satellite technology in the rapid development of effective mass communications in developing countries;
- Demonstrate the potential value of satellite broadcast TV in the practical instruction of village inhabitants; and
- Stimulate national development in India, with important managerial, economic, technological and social implications.

Using the facility SITE commenced its operation on August 01, 1975. The experiment became a great success. Villagers received the project whole heartedly. For the entire year people gathered around television sets and watched programmes eagerly. In the midst of demands from Indian villagers, journalists and others NASA shifted its ATS-6 satellite away from India. Thus the project concluded in July 31, 1976 remaining sweet memoirs of television realities.

Technologically the experiment put forward an insight and the demands took a positive initiative to develop own satellite for communications. After tiresome jobs, ISRO developed Indian National Satellite system. In August, 1982 India launched satellite.





Kheda Communication Project

Kheda is a small district in central Gujarat. The district comprises more than 1000 villages. These villages became one of the important milk producing centers in India as an impact of 'white revolution'. For empowering the rural community, an instructional television project was introduced. The experiment is named as Kheda Communication Project. Social evils were addressed in this special television experiment. The project was in operation under the charge of the Space Applications Centre, Ahmedabad. The Development and Education Communication Unit (DECU) of Space Application Center (CAS) is involved in the conception, definition, planning, implementation and socio-economic evaluation of space applications.

To implement the experiment, 650 community television sets had installed in 443 villages. The television sets were owned by the community and maintained by the state government. The sets kept in the buildings of the Milk Producer's Co-operative Society, schools or the Panchayathghar. The low power transmitter established in Pij village, about 50 KMs south from Ahmedabad. This transmitter connected to a local studio, a satellite earth station in Ahmedabad and the local Doordarshan studio. By these arrangements, Kheda Communication Project enhanced to broadcast both local productions and national satellite television programmes.

Doordarshan and the Space Application Centre produced programmes for over an hour every day. Programmes focused on alcoholism, caste discrimination, minimum wages, family planning, gender discrimination and cooperatives. Television serials, folk drama, puppet shows and other popular formats used for local productions. Villagers worked for the project as actors, script writers, directors and visualizers for the programme production teams. Constant interaction with the people was the distinct characteristic of this project.

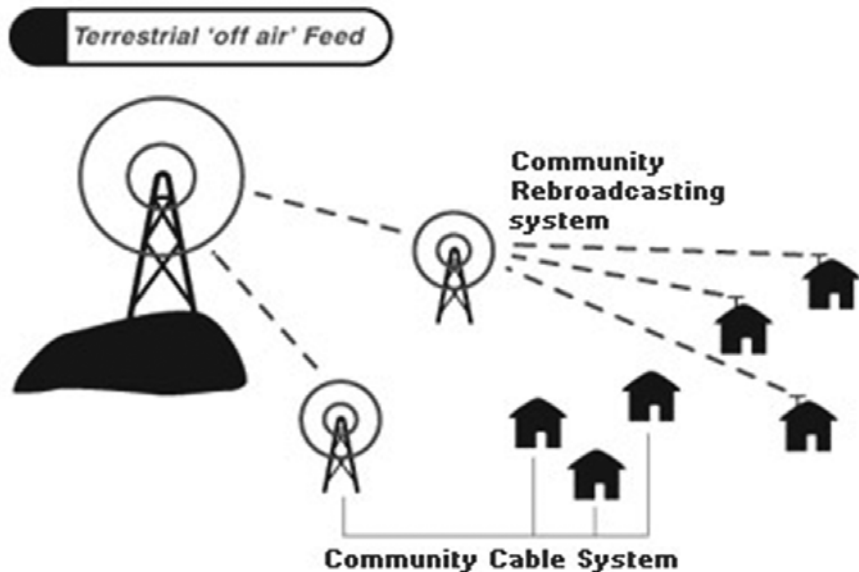


Programmes designed in charotari, a dialect of Gujarati. One of the early serials ChaturMota(wise elder) on dowry and widow remarriage became an "extremely popular serial". In the weekend series for women, the most successful were Dadi ma Ni haton(wise women's talks), Hun Ne Mara Ae(I and my husband) and Jagi Ni Jus to (When I wake up and see).

The focus of Kheda Communication Project was:

- Exposing the oppression and bondages in the present social and economic system in such a way as to heighten understanding.
- Mobilizing the community and the individual himself to break away from these bondages.
- Promoting self-reliance among the individuals and the community.

The project commenced its operation in 1975 and closed in 1990.



Jhabua Communication Project

Jhabua is a remote hilly hinterlands region in Madhya Pradesh. The Jhabua district is noted for its large extension of tribal folks. Approximately 85% of population belongs to tribal communities. Majority of them remain illiterate. The literacy rate is 15%. The district is blessed with abundance of natural resources. But poverty is the face value of these peoples. They are the poorest ones of the state. Infant mortality rate is high. Transportation and communication facilities are very limited. Agriculture is the main source of revenue.



To cater the development needs of the under developed sections of Jhabua region, a television experiment is introduced. The Development and Education Communication Unit (DECU) of Space Application Center (CAS), Ahmedabad launched Jhabua Development communications Project (JDCP) in the mid-1990s. Educational and entertainment values are merged in programmes. The edutainment programmes concentrated on live issues like agriculture, natural forestry, health, education, watershed management and local governance. The project assured active participation of local people of Jhabua villages.

Jhabua Development communications Project is an evening television exposure. Every evening they got two hours programmes. This primetime edutainment venture trained village functionaries like teachers, anganwady workers, panchayath members, hand pump operators etc. Interactive mode is used. Talkback terminals were utilized for training programmes. Twelve talkback terminals are installed in the block headquarters. The functionaries interacted with the Ahmedabad station officials and resource persons, asked question, provided feedbacks and reported on the progress of the project.

Technically Jhabua Development communications Project utilized interactive satellite-based broadcast network. The project is supported by 150 direct reception instruments like dish, television sets, VCRs and other equipment. DECU uplinked programmes to the satellite from Ahmedabad and received at the Jhabua villages.

Under the guidelines of DECU, the state government, Jhabua district administration, local panchayath governance and the Non-Government Organisations joined hands to implement the project. The project is a new milestone in the history of India's development communication.

TELEVISION FOR EDUCATION AND DEVELOPMENT

Secondary School television

The senior secondary school students of Delhi enjoyed the strength and weakness of a unique medium in teaching learning process through the Secondary School television project. The project started on experimental basis in October 1961. Students of Class XI were taught Physics, Chemistry, English and Hindi. Teacher presenters made syllabus-based lectures on different topics. The programmes telecasted in school hours which became part of school activities. Television became an amazing equipment to help them in learning. The telecasts helped the school authorities to meet shortage of laboratories, space, equipment and scarcity of qualified teachers in Delhi. According to Paul (1968) 'by and large, the television schools did somewhat better in the test than did the non-television schools'.





Delhi Agriculture Television (DATV) Project

India's agrarian society faced a shift from traditional agricultural practices to the modern style using chemical fertilizers and pesticides. To popularize the new method, mass education and campaign became a need. To assure the dissemination of information regarding the new agricultural policy and its practice, government of India introduced a television instructional programme: Delhi Agriculture Television (DATV) Project. Communicating agricultural information to the farmers was the paramount target of the project. The project concept is localized by naming it as KrishiDarshan. The project initiated on January 26, 1966 on experimental basis for the 80 selected villages of Union territory of Delhi. Community viewing of television and further discussions among themselves were the major strength of the project.

ViCTERS

India became one of the pioneer edges of satellite based educational hub by its launching of EDUSAT. The exclusive educational satellite -EDUSAT for schools- explored positively at first by the educational department of Kerala by installing ViCTERS (Virtual Classroom Technology on Edusat for Rural Schools). The satellite assisted educational project was inaugurated by A P J Abdul Kalam, the President of India on 28th July, 2005 in Thiruvananthapuram. The project is being executed by IT@School Project of Government of Kerala. The channel's operations are mainly intended to meet the demand for an Interactive Satellite based Distance Education system.



ViCTERS offers interactive virtual classrooms that enable the school students as well as the teachers to directly communicate with the subject experts and educationists. It also ensures the dissemination of 'high quality education' to the students and teachers from the original source. The channel is equipped with arranging expert classes using the EDUSAT facilities.



ViCTERS modes of operation falls in both interactive and non-interactive. The Interactive mode of ViCTERS is used for video conferencing. The mode is used for teacher empowerment programmes. This is the India's first broadband interactive network for schools. The interactive mode is equipped with 116 Satellite Interactive Terminals (SITs). The main users of the facility under Thiruvananthapuram Hub are IT@School Project, Directorate of Collegiate Education, Directorate of

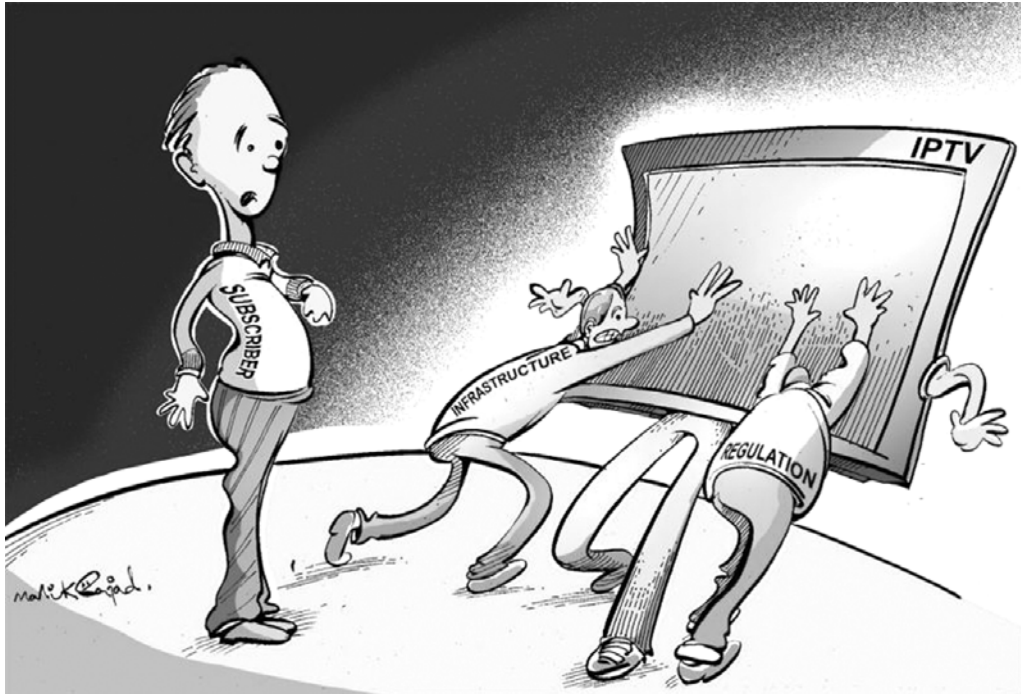
Technical Education, CDAC, SarvaSikshaAbhiyan, Directorate of IT Lakshwadeep& CIMR.

The non-interactive mode of ViCTERS is the complete educational channel. The channel is first of its kind in the country. The total education channel was inaugurated by Chief Minister of Kerala V.Sachuthananthan on 3rd August 2006. The channel telecast 17 hours programmes a day from 6 AM to 11 PM. ViCTERS telecasts specific curriculum based programmes, regional, national and international programmes on education especially on Science and Technology. The programmes are unique because of its efficiency in catering students' and teachers' needs. Almost all programs are aired on demand, sensitive to school curriculum and even timetable. According to the channel officials, the channel reaches out to as many as 12,500 schools and about 50 lakhs children. It covers almost entire households in the State. Target Group of ViCTERS is the educational community including teachers, students and parents.

The Studio complex of ViCTERS was inaugurated on 10th February 2009 by Dr.Madhavan Nair, Chairman of ISRO. The uplinking station and the state of art studio facility are located at the State Project Office premises of IT@School Project at Poojapura, Thiruvananthapuram. The Studio complex is



equipped with modern post production units including Edit Suites, Graphic & Animation, Playout station etc. The channel is now available throughout the State through local cable and DTH networks, Receive Only Terminals and also via Live through internet at www.victers.itschool.gov.in, enabling the students, teachers and general public to watch the channel 'LIVE' through internet from any part of the world.



INTERNET PROTOCOL TELEVISION

The Internet Protocol Television (IPTV) is new technology to provide multiple channel television content over the internet. The 'IPTV' solution uses the Internet Protocol (IP) to deliver live television programming as well as a variety of video content over broadband cable networks.

Microsoft claims to have developed an advanced technology to compress the television signals so that they occupy one third of the bandwidth currently used in cable-based television delivery systems. Using Microsoft's IPTV solution over the 60,000 km of fibre optic cabling that the company has installed in India..

A technical note at Microsoft's web resource on its television initiatives states that the IPTV system will allow live television channels as well as video-on-demand and other value added services to be delivered over networks at an average rate of around one megabit per second.



The service provider can use internet protocol based Digital Subscriber Line Access Multiplexers (DSLAM) to route the rich video content through a special Digital Subscriber Line Modem to a subscriber's television set via a set top box. DSL or its latest asynchronous avatar ADSL, is technology that allows television, telephone and internet traffic to coexist on the same cable. Reliance's early teaming up with Microsoft will give it an edge in leveraging all those colored fiber optic cables lining the roads in major cities and motivate cable television operators to make the switch to this broader-band alternative.

The company is building up its own development muscles, centered round the Dhirubhai Ambani Knowledge City in Navi Mumbai and this will come in handy to customize the Microsoft IPTV technology for 'desi' application.

For the Indian consumer, the good news is that this country is now at the global cutting edge of internet based infotainment solutions: the huge entertainment market year-the world's largest-makes this an ideal testing ground for developers like Microsoft, of new delivery technologies.

The not-so-good news is that IPTV will join the growing list of options dangled before harassed customers: first there was the half baked Conditional Access Systems (CAS). Then came Direct to Home (DTH) the satellite to television set solution. (*Courtesy: Anand Parthasarathy. The Hindu, October 13, 2003*)

EFFECTIVENESS OF A TELEVISION MESSAGE

Effectiveness of a television message is depended to several factors. In the evaluation of effectiveness of communication seven variables are Important. These variables are popularly known as seven Cs.

Credibility: The starting point of effective communication is the climate of a belief. Loss of confidence leads to mistrust and a gap in communication which harm the credibility of the television channel. The confidence in the channel and the trust in the communicator by the audience are the most essential part to ensure wide acceptance and believability of the message.

Capability: Easily digestible and understandable message indicates the effectiveness of communication. Least effort in the part of the audience to get a clear stance on the message is necessary. In an evaluation of effectiveness of communication, check whether the message is within the reach of the audience.

Context: Meanings of the message is designed and influenced by the context. As a mass medium people expect messages that cater the local needs of the audience, especially in a development oriented society. Communication should fit in



with local conditions. While selecting the content, it should be ensured that there are no contradictions far from reality with the actual conditions prevailing in the target locality. Rural audience is more particular in addressing issues related to the actual life situations in development programmes and news where as it is not an essential in entertainment programmes.

Content: Socio - economic content of the target group should be reflected in the content of the programmes. Meaningless programmes to the target audience is an utter waste. Audience may reject such programmes by considering the wastage of time, money and energy.

Channel: In the process of communication, channel is an important factor. The question “is the channel within the reach of audience?” may lead to proper selection of the channel. If the answer is negative it is better to allow the message to locate other means. A multimedia approach is effective in the selection of channels.

Clarity: Deliver the message in a clear and unambiguous manner is the prime challenge before the communicator. The message should set in plain and simple language with no short cuts and jumps. The gimmicks of television such as flash forward and flash back are least understandable items to an ordinary audience. It is better to have real time sequences.

Continuity: Uninterrupted flow of message indicates the effectiveness of communication. The message should be continuous and consistent with the earlier messages. Reinforcement leads to better results.

Thanks to satellite systems and new technologies television occupy wide coverage. A programme tuned in a regional language is available all over the world. It is accessible for interested viewers even though they are far away from the telecasting station. The increasing number of synchronous satellites in bringing every nooks and corners of earth closer. Television channels operated beyond geographical territory and national boundaries. Illiteracy or physical handicap like deaf is not a barrier in enjoying television programs because it is an audio-visual medium.

Like other media, television provide infotainment programs. There are specialized channels for pure information and entertainment. Application of intensive technology and high cost make a hindrance in affordability. It is attractive and useful but downtroddens cannot afford ‘small boxes’ still television becomes cheaper comparing to yesteryears.



WRITING FOR TELEVISION

Television is a different medium. It is comparatively new. Technological advancements and developments in communication is the back bone of television as a mass medium. It provides both sounds and visuals. In other words it is an audio visual conflict which provides time space relationships. Movable visuals and live telecasting is the unique characteristic of Television media. It is more personal than any other mass media. The observer gets expressions, words and body movements as it is real. So television feels most powerful and influential.

Print, Radio and television denotes different media in the midst of some common elements. The difference can be visible in approach to news, collection of information and presentation. Naturally the writing styles are also different. Television news writing is writing the way people would take things and feelings. It is to be spoken. Good writing is the basis of what television is about. Former NBC correspondent Linda Ellerbee says “Good writing is not insulting your audience; good writing is not talking down to your audience; good writing is not being arrogant - it is the most important thing, there is because it will give you a seamless news cast”.

VISUALIZATION

Visualization is the major characteristic of television journalism. A reporter of a television channel thinks visually and always asks “what does the audience see”? He/she observes things in the forms of visuals. Every idea is arranged in visuals. Corresponding to the visual formats and images he/she writes scripts. All idea are communicated through visuals. Visualization of idea is important in television reporting. The most disturbing aspect from the part of viewers is the total insensitivity of the news channels to the visuals that bring on the screen. Concrete pictures are needed; no scope for abstraction and vague description. Reality should be reproduced but it must be tempered with decency and sensitivity. Pictures before words is the usual way of television news cast. Selection of shots is both journalistic and technical.

Most pictures show subjects in a familiar way with or without emotional appeal. The major purposes of a picture are:

Factual: Conveying information directly.

Environmental: Establishing the location

Interpretative: Visual association that conveys idea, thoughts, feeling etc.

Symbolic: Symbols associated with people, events etc.



Interactive: Imitating appearance or action.

Identifying: Elements and characteristics associated with persons and events.

Recapitulative: Recalling subjects met earlier.

Coupling: Linking events, themes etc.

Montage: A sequence of shots used to produce a particular image or mood.

The visually moulded idea should be transcreated into verbal language. It is the basic writing method of television news scripts. There are many ways to write for pictures. The most widely using ways are:

- Writing first and then editing accordingly.
- Editing the picture first and then writing accordingly.

The second style is better because it is not easier for the writer or the film editor to write first and edit afterwards and cannot compress/cut picture as easily compress/cut words. If it is connected the picture with the relevant words it will have tremendous impact. Word pictures corresponding to the actual visual shots is the best style of writing.

A shot is what is recorded by a single operation of the camera. It is defined in terms of distance.

News cast in television is an assemblage of words and visual shots. It is a union of camera and reports; it is a mutual effort of intelligentsia and technology. Reporter sees through the eyes of his/her camera man/women. Camera comes first in television reporting. Television news and programs provide an experience that can not be found else where except in movie. It can crystallize an emotion, an idea or an event into a visual lineage. Words can be integrated with the images which become inseparable.

Television news is transmission of information, feeling, experience and reaction. Being a broadcast medium television cannot carry all news and cannot put up them in permanent form available to the audience. Radio and press describe a story where as television shows them. This peculiar characteristic generates more personal feelings and emotional reactions. Major highlights of a television news are:

- Immediacy
- Intimacy
- Personal feeling
- Shows live events or events just happened
- Emotional reactions



HUM LOG

Tradition of soap operas began in India with the telecast of Hum Log (We People). Doordarshan, India's national network, telecasted this soap on July 7, 1984. Doordarshan was the only television channel of India. Hum Log is the story of an Indian middle class family of the 1980s and their daily struggles and aspirations. With 156 episodes, Hum Log marked the longest running serial in the history of Indian television at the time it ended. Every episode of Hum Log was about 25 minutes long, and the last episode was about 55 minutes. At the end of every episode, veteran Hindi film actor Ashok Kumar would discuss the ongoing story and situations with the audience in his unique style. He used Hindi couplets and limericks for the chit chat. In



■ A still from India's first soap opera, *Hum Log*.

HT FILE PHOTO

later episodes, he introduced the actors who played various characters in the serial. The show ended with his monologue with the various Indian language versions of the words "Hum Log." The idea for Hum Log was developed in a collaboration of various hearts and minds. Writer ManoharShyam Joshi scripted the series. Filmmaker, P. Kumar Vasudev was the director and music director Anil Biswas composed the title score. The seed of a series of entertainment programme dropped in the mind of the VasantSathe, Information and Broadcasting Minister, during a Mexican trip in 1982.

The show became a great success. India television audience loved the series and it became immensely popular among the Indian middle class society. 'Hum Log' had an average viewership of 50 million per episode. In a research paper, ArvindSinghal and Evertt M Rogers say that even in non-Hindi speaking regions the soap's rating was between 20 and 40% while in North India it ranged between 60 and 90%. Veteran actor Ashok Kumar, who delivered an epilogue at the end of each episode, got nearly 400,000 letters in response. He confessed to Singhal, a professor of communication and social change at the University of Texas that "18 months of Hum Log did more to (his) popularity than 50 years of films."

Young boys and girls wrote to Kumar pleading him to convince their parents



that they be allowed to marry the man/woman of their choice. Even though the serial ended in 1985, Kumar kept receiving occasional letters as late as 1998.

Former I&B secretary Bhaskar Ghose says, "Hum Log was a social content soap opera." The idea then was entertainment with education. Broadcast in Hindi for 17 months (between 1984-85) on national DD through 156 episodes at 9pm slot, the soap centred on the joys and sorrows of the Rams, a lower-middle class joint family of three generations. The immense popularity of the serial motivated Sony TV to buy the tapes from Doordarshan and re-telecasted the 154 episode story in 52 episodes in early 2000. Doordarshan retelecasted the show as Hum-EkChoteGaon Ki BadiKahani, to bring back the old nostalgic 1980s days. The cast of Hum- EkChoteGaon Ki BadiKahani includes Sadiya Siddiqui, Mona Wasu, Vineet Kumar, Suhasini Mulay, Anjan Srivastva, Himani Shivpuri and Harsh Chhaya.

TELEVISION REPORTER

All other media reporter works alone. They can gather news over telephone or use other methods. Personal presence of a reporter at the spot of events is not a must in other media. Television reporter requires much more than other reporters. They must act as on the spot producer, director and logistician. Reporters must know how to get news, how to shoot, how to write and how to get back to the transmission point. After the completion of shooting a reporter decides which parts to be included in her / his report. Helps the picture editor to edit the tapes. The reporter adds voice over and other sounds. Television news is a team work. Each and every member of the team contribute their own roles in final copy. It is a combination of assignment editor, reporter, camera persons, producer, script writer and tape editor. Elements of all these jobs are needed in a reporter.

NEWS STRUCTURE

The approach on news structure is not inverted pyramid in television news. But it is the linear way because television news writing is for the ears not for the eyes. Lead is very short. Self sufficient intro is unnecessary on television. It is only a scene setter. The follow up sentence must reinforce the lead immediately. In a television news story the climax is usually placed at the beginning, the causes or rising action constitute the middle and effects state at the end. For example:

Climax: A school van and a lorry collided today morning near by Koyilandy bus stand, killing two children.

Causes: The accident took place when the lorry driver tried to over take an autorikshaw and collided with the school van coming from the other side.

Effects: The school children Appu and Ammu died on



the spot. The seriously injured van driver John Dennis and 10 children were admitted in the medical college hospital, Kozhikkode.

The progression of television news is lead, follow up and end.



Television news get some basic facts and highlights of an event. It arouse interest of the viewer. The news is very brief because bulletins have a limited time at their disposal. The linear approach of news construction helps to understand clearly and quickly which is the paramount objective of news writings.

Peculiar highlights: Broadcast writing

Reporters should bear in mind some factors before starting to write a story for television news. Some of them are:

- Words and picture must go together. The commentary must not describe in detail what viewers are able to see or hear themselves and what viewers are unable to see and hear themselves.
- The commentary must not be over written.
- KISS (Keep It Simple Stupid). Do not pack too much of information in words or pictures.
- Never state the obvious i.e. need not write what you see in picture.
- Never write any thing you don't understand fully.
- Write the spoken words not the written words.
- Stories written for radio and television are written in conversational language.
- Use short sentence; simple and direct language. It is presented clearly and simply. It is to be spoken.
- Style is informal just like a story telling.
- Use every day words. Colloquialism and contractions are acceptable. Avoid over loading the listeners' ability to comprehend. Not to tell too much and too fast.
- Time is important factor in broadcast news which constructs a totally different structure. There is no roundups. News writer cannot jump back.
- Television news always use active voice. It helps to meet constraints of time, clarity and precision. Present tense is used. Attribution is placed first in the sentence.
- Avoid repetitions, redundancies, cliches, cover worked expressions and unfamiliar words.



- News writings evolve a pattern of visual punctuations. Punctuation is not for the public but for the news casters.

Peculiar highlights: Style

Broadcast writers use typical style rules to avoid confusion for announcers. It helps the listener to grasp quickly. Some of them are:

- Numbers are spelled out.
- Avoid complex statistics and figures.
- Abbreviations are minimised.
- Titles are placed before names.
- Initials of agencies and organizations are not used unless they are widely known.
- Quotes must be clearly introduced as direct quotes.
- Avoid tongue twisters.

Spot Reporting

The unique quality of television news is spot reporting. Live telecasts and outdoor broadcasting units highlight this special item as an authentic catering. If a television reporter is not at the right spots at right time he/she cannot reconstruct the story. Spots are equipped with the effects of the event supplemented narration and visuals. The report must have simple and clear as the viewer cannot go back and re-view the material.

The news crew consists of reporter, camera person, lighting assistants play the key role in spot reporting. Before leaving for the shoot, there should have a proper briefing from the news desk. Reporter may collect background information to plan the shoot if the spot selected for a predictable story. After reaching the spot, the reporter makes a quick acquaintance with the location, her/his plan's approach and camera positions. News details are covered first and the interviews if any. Peace to camera and narration is recorded only in the end to shape the story clear to the reporter. It helps the reporter to bridge the gap.

The ingredients of a television spot are:

Visuals: The visuals give realistic feeling. A mute visual can be used if it is self explanatory. Visuals accompanied by ambient sound, sync dialogues and music are also used. If there is no visuals from the spot, the story appears as a dry material.

Interviews: Provide an added dimension to a report. It



gives a human touch to the whole story. Interviews help to elaborate a point and supply first hand information. Short, crisp and to the point interviews are used in spots.

Piece to camera: While spot reporting, the reporter get a chance to address the camera from the location. The background of the happenings in such a narration arouse interest and provide authenticity. The viewers get a sense of being on the spot.

Voice over: Visuals in spots are accompanied by off-screen narration or the voice over. It can be recorded either on the spot or in the studio. Generally reporter prefers studio recording to assure the voice quality. To ensure the uniformity of the voice records, they prefer single place recording.

Dope sheet

A dope sheet must accompany the story when it reaches the desk. It helps the editors to identify the story, location, persons involved and other details before playing the tape. If the spots are live, pre-prepared dope sheets will help the editors and transmitters to get ready for the next scene.

Dope sheet

Story/Event	:	_____
Location	:	_____
Date	:	_____
Description	:	_____
Order of Shots	:	_____

Persons included in the shot and their identification. E.g., First from left Soja, send a bottle to Roja (right side)

PRODUCTION OF NEWS BULLETINS

The first phase of the news bulletin production is planning. The news producer should convey a clear cut idea about the day's bulletin to the co-workers. The planning session can be listed as:

News coverage register

To register the day to day coverage of events. The producer can prioritise the events listed in the register and assign appointments to the team.



Morning meeting

The meeting of news team to discuss the news materials expected to the day, events charted and to assign duties to the reporters and the camera person.

Evening meeting

To assess the coverage received and many more expected. This is an evaluation sessions of the works arranged and covered for the day. The producer can suggest certain views by reviewing the channel's coverage and by comparing to the other channel's news outlets.

Running order

A rough list of sequence of stories to be transmitted. It shows what time each segment of the programme starts, how long it lasts and who reads the script. The running order sheet should mention separate elements used in each story. It is distributed to the news editor, production assistant and film editor. Running order is the foundation on which the programme begin to assume definite shape. While news bulletins appeared thrice in a day the running order was prepared after the evening meeting. But the scene is changed. News become a round clock activity, especially in news channels. So the producer makes current changes in the order and provide maximum new information.

Running Order Sheet			
Date		Bulletin Time	
SL.No	Title	Visual Insert	Remarks
1			
2			
3			
4			
5			
6			

Setting out the script

News script is designed well and typed in jumbo size. Every item is given in separate sheet to avoid confusion and to speed up distribution. First copy goes to the news reader. Producer and news editor get other copies. The script and title



must correspond with the running order. Technical and production instructions are given on the left hand side of the page. Timing of each news item is above.

Setting out the visuals

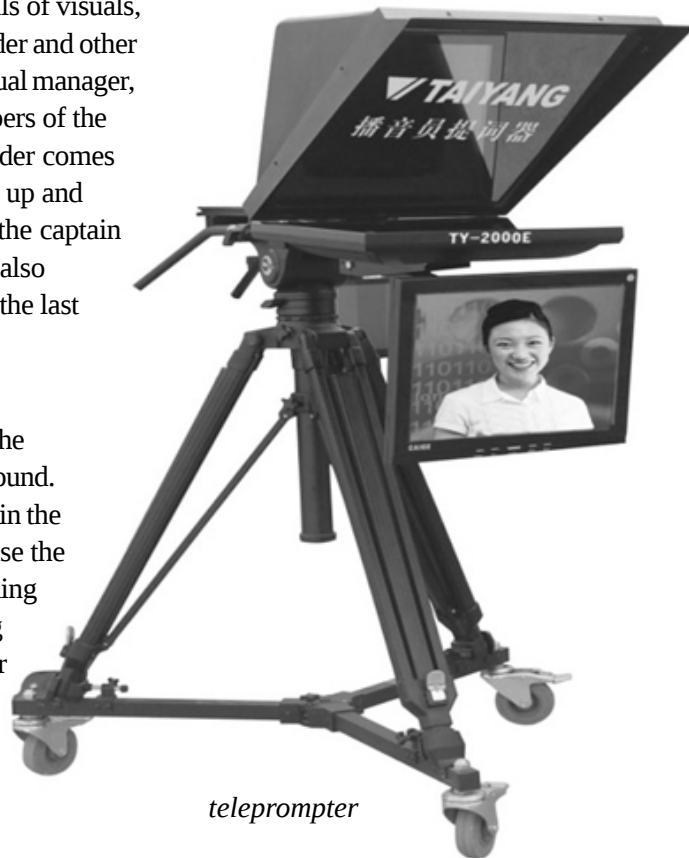
Production staff will set the visuals corresponding the scripts. Narrations are added and arranged in sequences listed in the running order, well edited visuals, maps and graphics are used in broadcasting. Short list of edited items are sent to the editor.

Crosschecking

The producer check every items and every elements in a story with the running order and the cue sheet before entering the control room. After finishing the check of the running order production assistant distributes cue sheet that contains the details of visuals, duration, placement in serial order and other important instructions to the visual manager, audio engineer and other members of the production team. The news reader comes to the studio after correct make up and start the rehearsal. Producer is the captain of the team now. Editorial staff also reaches in the control room for the last minute changes if necessary.

News reading

News reading is presented the bulletin against a simple background. There is a possibility of change in the last minutes. News readers utilise the service of **teleprompter** in reading the news. This studio prompting system enables the news reader to read from a written script while looking to camera. The audience feel a face-to-face effect while watching television news bulletins.





DOCUMENTARIES

History of films begins with non-fiction films. Grand Café in Paris marked the embryonic screening of the first film by the Lumiere brothers. The initiatives of the Lumiere brothers paved a strong corner stone to the milestones of movie movements. The ever first films exposed actual life situations in factories, railway stations etc. These films never considered to be as documentaries. Because the criteria of a documentary film was not satisfied by those non-fiction films.

It was in 1920s crystalized documentary as a form of expression with the theorization of John Grierson. He was a Scots social scientist specialized in the psychology of propaganda. Reviewing Robert Flaherty's *Moana* in 1926, John Grierson said it was "documentary" in intention. Actually Flaherty's earlier work *Nanook of the North* (1922) is now acknowledged as the seminal work in this category. Robert Flaherty, an American engineer began shooting an ethnographic record of an Eskimo family in 1915. After several years tiresome works, the film *Nanook of the North* became a reality.

Grierson defined documentaries as the "creative treatment of actualities." Actual life situation's different patterns of treatments are the major characteristic of a documentary. Here common people get a space to share





their expressions. Issues among the general public or alienated sections are treated in detail. Finds the roots of cause and effects equation in an issue could be seen in this kind of films. Intentionally insisting a criticism is one of the face values of documentaries. Thematic focus and purposeful social criticism are the hearts and minds of a documentary film.

The world union of documentary defined the documentary film in 1948 as "all methods of recording on celluloid any respect of reality interpreted either by factual shooting or by sincere and justifiable reconstruction, so as to appeal either to reason or emotion". Documentaries deal facts rather than fiction or feelings. Real people in real places are picturised in their realities.

Different ideologues used documentaries and non-fiction films to propagate their own ideological versions. During the First World War from 1914 to 1918, film became an important medium of government propaganda.

Documentaries developed in different ways during the 1917 Russian Revolution. First evidence of documentary spirit in Russia lies with Kino-Eye of Dziga Vertov and his group. Kino Pravda (film-truth) movement by Vertov exemplified the revolutionary version of film movement. He used camera powerfully to disseminate the reality against the bourgeois perspectives. Real life captured by the camera was the motto of film-truth movement. Vertov's *Man with the Movie Camera* 1929 is a powerful record of the camera's capability to move and capture hidden agendas through exposing life in the street. He used montage shots lavishly to prove the capacity of camera as the all-seeing tool.





Like communists, the Nazis also utilized the capacity of camera in propaganda. The potentialities of camera meaningfully utilized by Adolf Hitler in Germany. Hitler reinforced the Aryan supremacy by carefully treating the medium and selection of actors and characters. *Triumph of the Will*, the advertisement film made for making advertisement of the Nazi Congress in Nuremberg in 1934. Hitler is treated as a mythological character and pictured him as the god of Germans in this film. The Nazi films are best examples of manipulation of cameras.

The non-fictional camera shots began in India with its relations of Royal functions. Installations and weddings of Maharajas, Dussehre celebrations fairs and festivals became earlier forms of non-fiction representation of films. It was in 1920, the movie camera followed political functions by covering the funeral function of BalGangadharTilak and the general session of Indian National Congress. The pathfinders of Indian documentary are Dr.P.V.Fathy, K.S.Hirelkhar and D.G. Tendulkar.

Television documentaries

Classic documentaries and television documentaries have common features in selection of subjects and its treatment styles. The differences come on the formats used for visualizing the themes and recording equipment. Certain shots become worthless in television formats. Television favours detailed shots like close ups and medium shots. The extreme long



shot which looks cute in films loose its beauty in television. Sound is also used differently in each medium. The continuity of many television documentaries is provided by a spoken narration, not the pictures. The visuals of such documentaries tend to be illustrative rather than definitive. Television documentaries always strive for direct interviews.

Revolutionary change happened in television scene after the innovation of a light weight 16mm camera with flexible zoom to meet the needs of reporters. The camera helped the documentary film makers to redefine the concepts of authenticity. The tradition of pre-planning and carefully detailed scripts is rejected. Most of the films became in the mode of direct cinema. Time is the fundamental factor of television production. Pictures, words and ideas in a television documentary tailored to time and footage.

Live Documentary: an event is covered live as it occurs. Eg.Olympics.

Biographical Documentaries: emphasizes biographical sketches of personalities.

In-depth Documentary: it is an outcome of investigation. In-depth details of an event are revealed with supporting documents and visuals.

Environmental documentary: the environmental issues and wild life are covered in this kind of films.

Travel Documentary: travelogue in an audio-visual format. Eg.France through Indian eyes by Dutt.

Information Documentary: essential educational films. Presenting information on a subject of intrinsic interest to the general public.Mostly used in informal education.Eg.Mirage 2000.

Propaganda film: to make propaganda of certain ideologies or ideals. These documentaries are usually utilized by a dictator, a class or a party. Eg. Triumph of will by LeniReifonatahl.

Ethnographic Documentary: films on ethnic groups like tribes, rituals and cultural entities. Nanook of North, the first documentary is considered to be the first ethnographic documentary.

Documentary Drama: the docu-drama or the dramatized documentary is an attempt to re-create an event as it actually occurred. Eg.SrinivasaRamanujan by Film Division.

Historical Compilation: an attempt to re-create the events of the past by using footages and other usual material from archives.



ELEMENTS OF TELEVISION PRODUCTION

The development of recording media together have shifted completely our historical perspective. Television production is not a sole effort of a particular individual. It is a combination of several hearts and minds. Various elements are combined in a production harmoniously. Elements of production are similar for any formats; though treatment methods are different. Pre production, production and post production are the phases of any television production.

PRE-PRODUCTION

Concept

Adopting an idea or concept is the preliminary step. A man with a concept is the driving force of any program. He/she makes a concrete picture of the idea by analyzing various factors. It defines the program, target audience, treatment methods and scope. Really the concept acts as a synopsis or abstract. After elucidating a clear cut picture on the program, the *conceptor** can contact with other persons in relation with a production including script writer, director, producer, telecasting agency etc.

Scripting

Write a suitable script is the second phase of television production. Television has its own language and text. It proceeds through a premise, through a progression to a climax. The whole text interweaves the materials together in an orderly and in a coherent fashion. If the person with the concept is thorough with the writing style, she/he can write himself; otherwise find out a script writer and suggest writing. Script writers assist to fulfill the idea in a television format. Primarily there are three stages in the building of a screen script. The stages are:

Short treatment: A basic outline of the plot is drawn here. Dialogue is never included. Characters are mentioned briefly.

Step outline: It consists of a numbered series of sentences or short paragraphs which describe sequence by sequence development of the script's basic story line as well as its sub plots.

Full treatment: It develops the plot as well as the characters, their actions and inter relationships in prose form. An occasional dialogue scene may be included to give "flavor" to the treatment, especially if the writer feels the dramatic impact of such a scene will help to sell the project.

After the completion of the script, conceptor contacts



others to realize a production. Producer and directors intervene at this phase. Casting is done here, it means selection of characters. Selection process is based on the script, the characterization and the role.

Casting

After scripting the story and further treatment by the director, the story is sent for direction from casting directors. Casting means selection of characters for every speaking character in the script. Selection is based on the charactership and role in the story. Even kinesics and behavioral pattern add meanings to characterships in visual language. Casting directors bear such points in mind while they are engaged in selection. Representatives of director visit the casting director with a brochure which includes the sum total of the story and a short definition of the charactership. A conceptor or script writer transmits idea only through characters in television programs. First person intervention is impossible. Typical characters and their expressions play crucial roles in conveying messages. Any image, sound, light or shade can be a character in television program. Such additions of visual language and inner meanings are the strength of serious programs. But such elements do not come under the title casting; it is part of direction.

Planning

Planning is the next phase. Best television programmes are well planned ones. A good producer will leave nothing to chance. Plan should be flexible to meet certain problems that arise at the production day. The major purpose of planning is to ensure that every one knows everything that is going on or happen. A well planned decision will make on actors, cast, technical team, camera man, assistants, associates, sound recorder, light assistants, location, art director, makeup, costumers etc; Production team-production executives, production manager, production assistance; direction team- associate director, assistant director etc: camera, film, accommodation and transportation. The producer should understand her/his own capabilities and of the team and the equipments available. A check list may help the producer to ensure that he/she is ready for completing the planning session. The check list involves: plots.

- Target audience
- Language to be used
- Subject
- Duration of the programme
- Needs of the target audience
- Objectives of the programme
- Message to be conveyed if it is necessary in your programme



- Content specialist's contributions
- Format
- Thrust area/important points to be noted.
- Feedback mechanism.

Shot: Framing:  Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Shot: Framing:  Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Shot: Framing:  Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____
Shot: Framing:  Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Shot: Framing:  Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____	Shot: Framing:  Duration: _____ Shot size: _____ Angle: _____ Transition: _____ Audio 1: _____ Audio 2: _____

Story board

Scripts are redirected by story board. Conceptor, director, producer and script writer engage in consultation on preparing story boards. It contains dialogue, sound, time of shooting-day or night, place including whether interior or exterior, camera, description and all other details. Well prepared story board is an output of sound planning.

Location

The place where shooting is taken is known as location. It is different according to the scenes and direction of the story. Any place can be a location. Locations are broadly classified into two - out door location and indoor location. All locations give way to **set**. Set means the location equipped with the



infrastructure needed for shooting. Shooting crew, wardrobe, vehicles, lights, track and trolley, crane etc. are visible in sets. Production team including director, camera person, actresses/actors, and assistants work in sets. Any property in connection with a location and set is called **props**. It may be stands, trolleys, make up materials, costumes, lighting equipments, recording equipments, food and facilities for accommodation.

After preparing the location and set, the arrangement of shooting is taken. Actors are then directed to act as in the script and other unimportant characters are also directed to place where they would be in the scene. Before actual shooting some times rehearsals are done.

There are two types of rehearsals: *dry rehearsal* and *rehearsal*. While a dry rehearsal is taken without costumes and camera, rehearsal is taken after make up, cosmetics treatment and with camera. On the completion of the dry rehearsal, the characters are sent for wardrobe. Wardrobe is the place where the make up is taken. There may be sufficient costumes, cosmetics, beautician, costume designer, make up artist and assistants.

All these are considered to be as pre production activities. Production is the real phase of shooting. At the face of production the whole crew is active.

PRODUCTION

Lighting

Another peculiarity of production is lighting. The effective camera person will have a deep knowledge about the placing of lights and arrangement needed on the surface where shooting is taken. The lights are different in its kind and effectiveness. It needs more voltage according to its lighting capacity. The lighting arrangements are taken according to tone of the scene. There are also light operators who place, turn the switch off and on wherever needed.

Three Point Lighting Technique

The Three Point Lighting Technique is a standard method used in visual media. The lighting technique is usually used in almost all kinds of visual imports such as video, film, still photography and computer-generated imagery. It is a simple but versatile system which forms the basis of most lighting. Three point lighting is the basis of lighting operations. So once you understand three point lighting you are well on the way to understanding all lighting.

The technique uses three lights called the key light, fill light and back light. Naturally you will need three lights to utilise the technique fully. As a rule: If you only have one light, it becomes the key. If you have 2 lights, one is the key and the other is either the fill or the backlight.



Key Light : This is the main light. It is usually the strongest and has the most influence on the look of the scene. It is placed to one side of the camera/subject so that this side is well lit and the other side has some shadow.

Fill Light : This is the secondary light and is placed on the opposite side of the key light. It is used to fill the shadows created by the key. The fill will usually be softer and less bright than the key. To achieve this, you could move the light further away or use some spun. You might also want to set the fill light to more of a flood than the key.

Back Light : The back light is placed behind the subject and lights it from the rear. Rather than providing direct lighting (like the key and fill), its purpose is to provide definition and subtle highlights around the subject's outlines. This helps separate the subject from the background and provide a three-dimensional look.

Tips for Lighting People

- Harsh light is not flattering; soft light creates a warmer feel.
- Avoid strong nose shadows or any strong contrast on the face. Place the key light on the same side as the camera and fill the shadows.
- Avoid reflections from glasses. You may need to adjust the position of the subject and/or lights to do this.
- Beware bald heads - they can reflect a lot of light and appear over-exposed. Try to weaken or make soft the light with a diffusion gel.
- Soft light and diffusion helps reduce the appearance of wrinkles.

Shooting

Shooting means recording the scene by using a camera according to the direction by a director such as “start” and “cut”. The director heads all the shooting process including acting, shooting, designing, props making etc. which are needed for the shooting,

In news, reporters, camera persons and the subject become active. As per the suggestion of the reporter, camera person shoot. Angles are decided with the consultations of reporter and camera person. For other programs director directs how to shoot and behave. It includes action and sounds.

Camera plays the key role in shooting for any kind of production. The angles and camera movements put meanings to the visuals. Different kinds of camera moving are creatively utilised to bring a change in image size, view or perspectives in real time.



POST- PRODUCTION

Last step is the post production. It makes a production meaningful especially in a period where advanced technology helps to make production perfect ones. Develop films, editing, dubbing, adding music, effects and graphics include in this process.

Dubbing

The producer desires the best possible sound to ensure the natural performance. At times of external shootings, the unwanted noises are incorporated. Raising the actor's voice will loose the reality. The sound editors cannot eliminate unwanted noise without suffering the most wanted sounds. The remedy for this dilemma is dubbing.

After shooting the program, the dubbing is taken. It is adding sound track to the shoot scenes. The synchronized picture and dialogue tracks are taken to the recording studio. The actors or the dubbing artists listen the voice and watch the sentences exactly to sync their voices with the lip movements in the picture. Their dialogue is recorded in the almost perfect conditions of the recording studio.

Effects

After the completion of dubbing, sound and visual effects are added. The sound is added by musicians wherever necessary. The visuals are added according to the need of situation such as back ground changing and further scenic beauty places. After finishing the process, programme appears on the screen as if it was actually direct recording.

Editing

Editing the program is needed much eminence. The skill of editors directly associated with the directions from a director. Actually the editors is one who makes a film, according to the views of a director.

There are two types of editing: *video* and *audio*. The Video editing includes avoiding unnecessary parts and possibility for repeating. The audio editing includes cutting out of the unwanted sounds and using properly the sound effects. It is added by the sound effects editor. Foot steps, dog barks, crashing glass, body hits, tire squeals and gun shots are examples for regularly using sound effect.

Shoot crew record far more materials than they needed. An editor cuts its down. Video editing is a process of putting together the best shots. It is done electronically or digitally. A videotape editing system is composed of two machines : a recorder and a player; two monitors and a control deck between them. There is also a remote control board which performs the same functions





as the control deck switch board. The recorded cassettes are placed in one machine. The finished edited tape is built on the other machine scene by scene. After the visuals editing is completed, the commentary is laid over the visuals. The final edited copy or master copy is only a small fraction of the total tape that was shot at the location. Final copy contains only the best scenes journalistically and aesthetically. It is a joint venture of camera man/ women, reporter, writer, tape editor, narrator and comperer.

Adding graphics or animation is possible in current editing console scenario. With the emergence of modern computer facilities the production of film has become more easy and cheap. This is enabling by the adoption of computer techniques and software to treat with moving pictures such as Maya, Premier pro, Adobe Matrox etc. Even the motionless pictures can be changed into motion using softwares. Using computer techniques, we can change the background, situations, expressions and even sounds.

Graphic designing has become an innavoidable part of film making. Now a days the risky motions, costly scenes etc are prepared with in the computer. eg: The crash of titanic ship in the film *Titanic* by James Cameroon.

Video Transitions

Shots are linked (edited) in a sequence to tell a larger story. Video transition is which any two video shots are joined together is called the transition. The most common transition is the cut. A cut doesn't need any sort of processing. One shot ends and the next begins. Here one shot changes instantly to the next.



Another common transition is the crossfade (AKA mix or dissolve). In crossfade, one shot gradually fades into the next.

Advanced transitions include wipes and digital effects. The shots whiz about or do complex changes whilst leading into the next. You can also think of a moving shot as being a transition from one shot to a new one. Example apart from one person to another, or a zoom from a long shot to a close-up.

Transitions should be used judiciously. Otherwise it will spoil the comprehensive effect of the visuals and beauty of the production. Overloaded transitions is a common mistake made by amateurs. In most professional productions, almost all transitions are simple cuts or crossfades. Too many animated transitions are distracting. To choose an appropriate type of transition is important in video making. The real issue selecting a transition mode is how well the two shots fit together. To overcome the issue, think about the following points:

What do you intend to achieve with the transition? Do the shots fit comfortably together? Does the transition make sense, or is it confusing? Does it progress the story? The transitions can be added in several ways:

In-camera : Some cameras come with built-in transitions and fades.

Generating Device : Transitions can be added in real-time using special effects generators in live productions. Most vision switchers include a selection of transitions.

Post-Production : Transitions can be added during editing, using appropriate software.

TRANSMISSION

After completing the process of production, the master copy may be sent for consideration to transmission. Officials of channels decide over the production. Private producers contact with advertisers to sponsor the program which is the only revenue to them. If the program is approved, channels decide to telecast it. From control room, the images are changed into electronic waves and aired.

There are two types of transmission signals: *Analogical* and *Digital*. In an analogical transmission pictures and sounds are changed into analogical signals. It can be received by an analogical receiver. Most probably the picture clarity is poor in analogical transmission.

In a digital transmission, images are translated to digits. Digital units like bits and bytes play a crucial role here. These signals are received only by digital receivers. It assures high picture and voice quality.

Signals from television stations are in three ways. These are terrestrial, satellite and cable.





Terrestrial transmission

Terrestrial television transmission broadcasts from the television station by using radio waves. The radio waves are made by sending an electrical signal to a transmitting aerial, which then sends out radio waves in all directions. The radio waves are directed by the aerial of any television set. National television stations have a network of transmitters. So that programmes can be received through out the country. In India doordarshan fruitfully utilise this system.

Satellite Transmission

Transmission is now enabled by the help of satellites which ensure world wide coverage. Artificial earth satellites are placed in the orbit by multistage rockets called satellite launch vehicles. Satellite Transmission enables transmitting programs through an orbiting satellite using microwaves. The satellite retransmits them, again using microwaves over an area of the earth's surface thousands of kilometers across. This system has a dish shaped aerial that collects the microwaves and passes them to the receiver.

Satellites put at a height of 36000 Kms over the earth's equator. As earth rotates once in 24 hours a satellite completes its one rotation in 24 hours. Because of the unity in rotation, it appears to be as stationary. Such Geo - stationary or synchronous satellites are known as the Geo-synchronous satellites. They remain almost stationary relative to the earth antenna. There are no break in transmission and no change in the apparent frequency of radiation to and from the satellite. INTELSAT is the first Geo-stationary satellite of USA placed in 1963. To utilise the potentialities of global communication for mutual benefit of nations, an international telecommunication consortium was formed in 1965. At present there are more than 100 member countries in INTELSAT with over 2000 earth stations all over the globe. Under the INTELSAT agreement the signatories are empowered to redistribute the signals. Individuals are debarred from direct reception of INTELSAT signals. In India



ministry of communication is the signatory. It enables us to exchange television programme with other countries.

There are some technical requirements for diverse applications of television satellite communication. Some of them are:

Standard converter: Converters like PAL., SECAM., NTSC. are used. Reception of colour programmes from different countries need standard converters in the circuit. Certain Telecommunication organization provide it in earth stations and others in the receiving television stations.

Frame Synchronizers: Used at the respective television centers to ensure role free smooth mixing and transitions.

Hotline facilities: Arranged during the programme exchange to facilitate smooth reception and editing.

India's own national satellite system - INSAT was launched in August 1982. This satellite INSAT-1A failed prematurely within a month of its operationalism. The second satellite INSAT -1B was put in the orbit in October 1983 which is presently serving the nation. INSAT -1C is in orbit as a stand by for INSAT-IB. Latest development in satellite sector is the launching of INSAT - 4CR on September 2, 2007. "This was the heaviest satellite to be launched" by the Indian Space Research Organisation (ISRO). The satellite helps us in Telecommunication, Meteorological data distribution and Television & Radio network.

Cable television network

In cable television, programs are sent through a network of under ground cables. Any television connected to the cable network can receive the pictures. Optical fibre cables are usually used to build networks. Cables carry either analogical signals or digital signals.

Closed Circuit Television

The closed circuit televisions sends pictures from TV cameras directly to one television. This television is normally called a monitor because it is not a complete television receiver. Major use of C C TV is for the security purposes.

Convergent Media

Thanks to technological advancements it is possible now to mix different type of communications together. Today a mobile phone can be used for different purposes other than talk. It is probable that all our communications will be sent and received through just one machine that will do the job of a television, a computer, a radio and a telephone.





TELEVISION STUDIO

Television studios are designed with acoustical equipments to produce a live audio visual imagery. It is fledged with sound recording systems, visualization and lightings. For colour programs greater level of light is required to cross the losses in the mirrors and filters of camera. Scoops and spot lights are used for special effects. Studio camera usually carry trolley with smooth rolling wheels. The microphone is fixed on a boom. To make productions attractive studios use scenery settings.

Generally a studio has two parts. **Floor crew** and **control room**. The floor crew including camera operator, microphone boom operator and assistant director are equipped with earphones connected with the control room. The floor crew is designed to record events. Camera person, comperers and presenters are active. They act as assistant director suggests. Floor crew is managed by a Floor Manager.

CONTROL ROOM

Control room is in charge of total control of the programme. The producer and director closely watch Television monitors. Picture takes and sound is available there. Regularly send message to the floor crew to make a production perfect. By instructions from control room, camera person deviates angles, make correct composition and focus is placed.

Cables trasfer electrical signals.From cameras and microphones in the studio to the control room. All pictures from different cameras appear on monitors. Pictures from outside broadcasts and from other studios also available in a central control room. When different source pictures are used





, vision mixers control that switch pictures from one to another. The process is called **cutting**. Mixer can mix pictures together also. Sound mixers switches the needed sound from different sound sources.

The control room is always equipped with all recorded packages, introduction sequences and advertisements are made ready to play whenever necessary. The process of making them readily available is called **cueing**. Camera crews and other studios for live reports and interviews are linked with the control room. Out door units concentrate on out door shooting. They shoot spots. The whole crew move to the programme/event spots and shoot out. Real voices, backgrounds and effects are copied. The crew include camera men / women, reporter, lighting assistants and microphone assistant as in a studio crew. But there is no control room or floor crew. The whole activities controlled by the director/producer or their representatives. In a news crew the role of director/producer is practiced by concerned reporter. Angles, perspectives and points of view of recording is discussed and practiced.

VIDEOTAPE

Moving pictures are video tape shots at the scenes of events; they show actions. Videotape is the standard medium to capture and edit moving pictures in television news. Earlier years utilized black and white films. Emergence of colour television changed the scene. News rooms switched to chromatic film. It requires a lot of light and costlier processing equipment. Developments in technology led to portable video tapes which do not require much light and processing. Straight telecast is possible. It is cheap, light sensible and reusable.



Sound and picture are encoded in magnetic particles on the tape's surface by the record circuitry. Editing and playback circuitry read this code to reconstitute the images and sounds. The sound and picture are fixed on separate tracks.

Broadcast standard video tape is 3/4 inch wide and packaged in cassettes of varying length from 10 minutes to one hour. Generally television crews use a compact 20 minute cassette 3/4 inch tape is technically known as U-matic format. Indian networks use a more professional version called Beta special formats. It is half inch wide with very good picture quality. News men/women now a days prefer digital video tapes which is more easy to handle and edit. Digital Video tapes are re-useable also.



CAMERA

According Aleksandar Louis Todorovic the simplest definition of television is that it is the transmission of moving images at a distance and that its workings can be compared to that of the human visual system. The eye captures the light reflected from an object in the surrounding world and transforms that *photo energy* into *neural impulses*. These impulses travel to the brain where they are deciphered and through processes still only practically understood, transformed into a mental reproduction of the original object.

Camera plays a crucial role in television journalism. Everything what we see and hear on a television screen is the output of camera operations with certain technological interventions. While watching television, actually we see still pictures displayed one after the other at a very fast rate. The



rate will be either 25 or 30 pictures in a second. These pictures are technically known as **frames**. The job of a video camera is to take these pictures/ frames electronically.

Camera Angles

Camera angles refer to the way a shot is composed. It is the way how a camera looks an object. You can see an object in different ways. While the camera person sets a camera in a direction it connotes certain meanings. Camera angles play a crucial role in interpreting visual images in audio-visual analysis.

Eye-Level : This is the most common view, being the real-world angle that we are all used to. It shows subjects as we would expect to see them in real life. It is a fairly neutral shot.

High Angle : A high angle shows the subject from above, i.e. the camera is angled down towards the subject. This has the effect of diminishing the subject, making them appear less powerful, less significant or even submissive.

Low Angle : This shows the subject from below, giving them the impression of being more powerful or dominant.

Bird's Eye : The scene is shown from directly above. This is a completely different and somewhat unnatural point of view which can be used for dramatic effect or for showing a different spatial perspective. In drama it can be used to show the positions and motions of different characters and objects, enabling the viewer to see things the characters cannot. The bird's-eye view is also very useful in sports, documentaries, etc.

Slanted : Also known as a Dutch tilt this is where the camera is purposely tilted to one side so the horizon is on an angle. This creates an interesting and dramatic effect. Famous examples include Carol Reed's *The Third Man*, Orson Welles' *Citizen Kane* and the *Batman* series. Dutch tilts are also popular in MTV-style video production, where unusual angles and lots of camera movement play a big part.

Camera Right: Right hand direction in setting from the point of view of a camera. Camera right may be the left of the object.

Camera left: Left hand direction in setting from the point of view a camera. Camera left may be the right of the object.

Trunk left: To make camera mount to left

Trunk right: To make camera mount to right.





Camera Movements

Certain camera movements are:

Dolly in: Move camera mounted on a dolly in forward direction.

Dolly out: Dolly shot Generally any movement of the camera as a whole. Also called Trucking, or Follow shot depending on the camera's movement. Here camera moves mounted on a dolly in reverse direction.

In truck/dolly movements camera is physically displaced.

Pan: A panoramic shot in which the camera head swings (usually slowly) from one side to the other as it follows some action. The image of a camera person who pans camera seems as such as a football player running down field. It can also pan across a vista. A camera can pan with an actor as he walks down a street, or it can truck with him, keeping him in relatively the same position to camera. The camera moves head from side to side horizontally.

Tilt: Move the camera up and down vertically.

Zoom in: Increase the focal length of a zoom lens to magnify the image size.

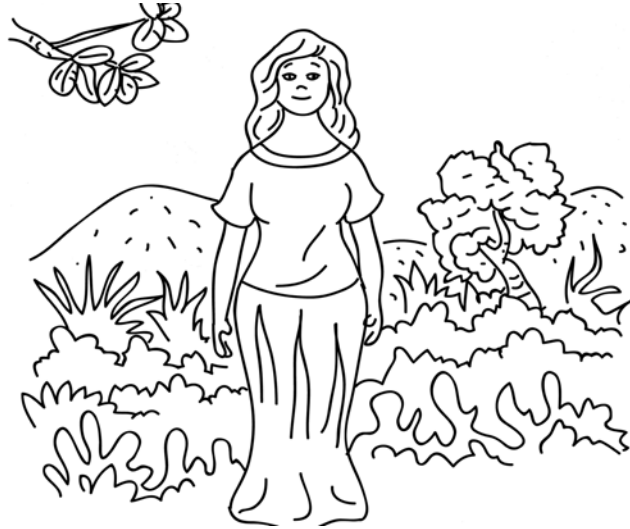
Zoom out. Decrease the focal length of a zoom lens to demagnify the image size.

In pan, tilt and zoom movements the camera is stationary.



Shots

All video is made up of shots. A shot is basically from when you press record to when you stop recording. Like the individual photos which make up an album, the shots get put together to make a video.



Long Shot or (L.S). A full shot, showing one or more persons at full height.

Group shot A shot on many size, from a full shot of a group of many people of three or four. It is used to indicate a shot in which the designated group is of special dramatic importance and should be isolated from others who might occupy a fuller shot.

Medium shot or (M.S). A shot of one or more persons, usually cut at about the knees.

Talking Head : Talking head is an informal term used to describe the very common shot of a television Presenter or other personality talking directly to the audience, with only the upper body or head visible. Talking head shots are usually a mid-shot or medium closeup. The most common talking head shots are in news, sports and documentary programs.

Two shot A shot of two persons-size indeterminate-from waist figure to chest height.

Over shoulder shot or (O. S). A two shot which is shot over the shoulder of one of the two in the set-up and into a nearly full face of the second. It can also vary from a waist figure in which both persons are wholly on the screen to a very close (O.S). in which only a slice of the cheek and a touch of the shoulder is visible.





Close shot or (C.S). Another ambiguous set-up, isolating one person, which can range from a waist figure to a “choker”.

Close up or (C.U). An individual-almost always chest high or higher.

Tight close up or (T.C.U). A close up of the head.

Choker A very tight close-up-usually cutting inside the chin and the hair-line.

Insert or (INS). A shot, usually close, of any inanimate object, usually the focus of someone’s point of view. Letters, newspaper items, bottles, etc., are examples of Inserts.

Point of view shot (POV) the shot of anything an actor specifically looks at (usually out of shot) that we want the audience to see.

Exterior or (EXT). The great outdoors, whether rural or urban.

Whip pan A very fast pan shot, usually showing only a blur. Sometimes used as a transition from one cut to the next. The camera *whip pans* out of the first cut and *whip pans* into the second. The blurring effect lies the cutting point, giving the impression of one continuous shot.



interactive
media



10

Mass communication is a fast growing sector. Unimaginable changes become realities in its day to day affairs. New medium is one of them. As the name indicates it is new to the scientific and social communities. Global communication technology is all pervasive and enveloping. The economic, commercial, social and cultural activities are closely associated with communication technology. Information at the finger tip is the most important characteristic of new media which revolutionized media world and information order.

Karl Marx predicted the withering away of law and state when communism implemented for different reasons. But it appears in a pure capitalist world of cyberspace which will spell the doom of modern nation state. When people have free access to each others, racial, linguistic, cultural and religious barriers are bound to break down. If addressed properly cyberspace will facilitate this process. It ushers in global space and harmony. Interactive media have the potential to take huge holes in the news net that emphasizes stories that can be placed in time and space. Deadlines are erased. Geographical territory becomes globally expandable; in terms of new beats, the move toward rejection of the tangible in favor of the thematic accelerates. Michael Schudson began his recent book *'The Power of News'* by inviting readers to imagine a world in which every one is able to deliver information directly to everyone else through a computer, a world in which every one can be his or her own journalist. The world Schudson describes is, of course, more or less the world in which we live and love, one in which every politician, advertiser, hobbyist and lunatic is able to communicate with us directly through our computer.

NETWORK HISTORY

People live in developed countries are so busy. They are not ready to spend hours to read news papers. Their reading habit is specialized. They never read all news items published in 30 or 40 page news papers. They select some news in which they are interested. On-line newspapers make this selection easier. By clicking buttons or by moving the mouse they get news which they are interested; capsules with major points or focal theme and the elaborated story. So they prefer this medium. Moreover, on-line medium provides up-minute news. Most recent development also accessible.

In third world countries like India, middle class especially, upper middle class people utilize this facility. In Indian context, even villages which have telephone accessibility are armed with internet. Until the early 1990s the internet was simply a network of computers used to transmit government data. With the advent of the world wide web and on-line subscription service providers such as America on-line, Compu serve and prodigy, internet traffic became most important medium of communication.

Mass medium is considered to be one of the important tools of opinion formation. Newspapers, Radio and Television considered as major ingredients of fourth estate. Within a decade, internet and on-line news papers also became popular media. Comparing to any other media, the growth of online news papers is the fastest. When internet became a phenomenon beyond the government and universities, electronic publishing exploded news papers, e-zines and current information sites.

Rapid change and quick growth is the folklore of interactive media. One of the inspiring personalities behind the precursor of modern computer the Babbage's Analytical Engine is Lady Ada Lovelace Byron. She predicted in 1863 that machines will compose complex music, produce graphics and would be used for practical and scientific progress. That prediction has come true. Interactive stream got attention of communication researchers in the latter half of 1990s.

For the first time in 500 year's the power of the printing process is under challenge. Respected names like Caxton, Guttenberg, Heidelberg and Linotype are giving way to the likes of Xerox, IBM, Adobe and Siemens. Within a short period on line journalism march a magic development. The 21 st century digital journalist may be known as BuckBoBill by crossing between Buck Rogers, Bob Woodward and Bill Gates. In a global perspective new media function as an important source of information. It is now treated as a popular medium. Towns and villages all over the world have accessibility of web. Interactive media blur the lines between the receivers and senders of mediated messages. The amazing story of popularity of





paper less news papers indicate the new sign of social and technological change.

In the early 1990s only a half dozen major newspapers and about a dozen smaller papers has significant newspaper, product or an interactive online paper on the web. By the mid 1990s, new on-line news papers appeared almost daily. Practically every major paper now have online editions. Most of the larger papers have put the entire paper online. Even regional language dailies have their online versions. Largest Malayalam dailies like Malayala Manorama, Mathrubhumi, Deshabhimani, Kerala Kaumudi, Madhyamam, Deepika etc. publish online editions.

Studies by the Pew Research Center find that Americans are increasingly turning to the internet for their news, with more than one in three Americans using the net to routinely get their news. In fact, found as Americans grow more reliant on the internet for news, they also have come to find online news outlets more credible. Why do Americans give somewhat greater credence to online newspapers than its print versions? Because print journalism have successfully transferred their greatest assets - long standing values, standards of accuracy, balance, credibility, fairness and trustworthiness to the online medium. Electronic publishing is considered to be a non pollutant medium. However, the growth is stabilizing, a number of News papers have ceased online publication due to financial problems. In Indian context online newspapers face crucial financial challenges. Most small print dailies who started online versions omitted them.



CHARACTERISTICS OF ON LINE JOURNALISM

“First rule of journalism is show. Do not tell.” Online medium provide it within a decade. Faceless community all over the world consume eagerly the service of this media. New media provide multifaceted facilities. News about every incidents happen anywhere is reachable to any other extent within a few minutes. Internet and world wide web point out another era of journalism. By utilizing Hyper Text Transfer Protocol, web journalism satisfied the dream of paperless newspapers and books. The wire services were primary link into the outside world. They provide a world view solidly within the social constructs of journalism. A whole lot of different constructs are available through the net. A cyber personae is not judged with wealth or prestige; but by idea.

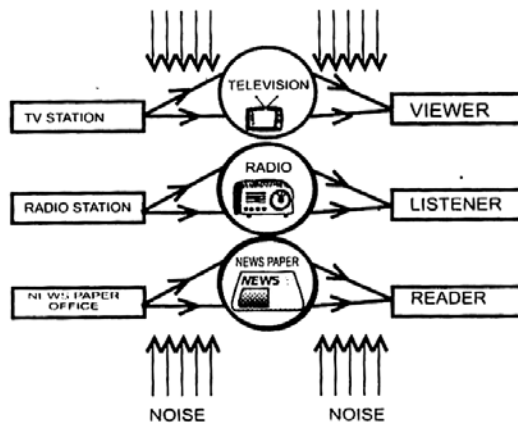


Interactivity, immediacy and community are the central principles of new medium. Interactivity can be defined as the extent to which user can participate in modifying the form and content of mediated environment in real time. People can respond with news items and advertisements any time. Responses are very fast and easy ones. Moreover its readers can intervene in news production and presentation. The interactive medium is a different medium because no other medium allows consumer participation. Individual participation in information and opinion is visible and live in on line news coverage. Consumer can directly enter in the production. They play a key

role in the movement. A tripolar interaction is possible in interactive media. Journalist can interact with readers and sources. Sources can be interacted with journalist and readers. Readers can interact with sources and journalist.

Electronic mail, Video-Audio conferencing, Instant messaging, Chat rooms and similar techniques will enhance the process of interaction. The one way communication between the sender and the receiver is the only possible availability in traditional media. Radio, Television and News paper provided messages in the forms of news, entertainment and information programmes to viewers or readers.





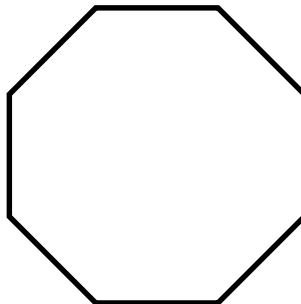
With the advent of internet, the traditional receivers can also be a sender through interactive features of the website. Online communication is an opportunity to communicate, learn, share, buy and sell. It is user controlled, highly interactive and essentially egalitarian.

NEWS GATHERING

News Gathering is the prime job of a journalist. Reporters and editors use the net to provide important background information, resource and archived articles. They are able to supply source materials, transcripts, public records and other original documents. Integration of sound and images can be seen in interactive media. The primary responsibility of a reporter is to separate truth from rumour.

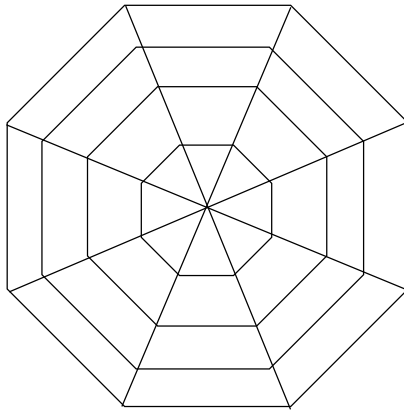
News Reporting

Speed and immediacy are two greatest virtues and vices of online newspapers. It heightens the competitive pressures to be first in reporting. The challenge facing online journalists is to balance the legitimize desires of the online audience for up to minute reports with the professional's tradition of fairness, completeness, balance and accuracy. It is a round clock activity. Reporters are not enforced to up to date but to minute their news breakings continuously with new information.



The upto minuting enviornment search for more clear multimedia philosphy in news presentation. At this juncture online media academicians and pholosophers may reconsider the inverted pyramid towards an **octagon**.

The new shape of news writing is a collection of pyramids, each representing a different but inter connected in non-linear structure of the news story. The shared



tip of the 8 pyramids embody the different content areas such as audio, video, infographics, still photos, animations, text, interactive tools and archive. Multimedia news philosophy can also consider the octagon as an *octave* meaning a folded three layered page which can be unfolded in to the eight pyramids of contents.

The three layers spoken, written and image language together form single text. Traditional media profession rooted in two basic principles named distributing information under a single brand and

keeping a faceless audience and remaining within the constraint of a single format like audio, video or text. The converging technologies empowered to break away these principles and enjoy the freedom of digitalised infrastructure which communicated and fuse any kind of appliance. The Octagon can be perceived in another view by considering the union of eight pyramids which constitute a web. This pyramid represent hard stories and soft stories An online reporter gathers information while the incident is yet not completed and provide latest information in an inverted pyramid format. While he/she gets additional information he/she can add the new information by making follow- up stories. Or they can prepare soft stories on certain subjects and incidents. If this new shape is considered as eight inverted pyramids, it may be an indicator of on line scribe's round clock activity.

NEWS PRESENTATION

News papers and broadcasters keep a long years experience in separation of editorial and advertising. Concrete guidelines establish rules for display of advertisements and advertorials. Publications have adopted standards covering conflicts of interest. Few such rules have roots on web.

On line publications have entered e-commerce market places, selling goods on its websites. Such efforts bear close scrutiny to ensure that editorial decisions are not influenced by financial considerations. In this new context traditional values and definitions of news is vanishing away. Difference between editorial and advertorial



is lean which exemplifies the new trends like consumerism in life. One of the toughest jobs in journalism is deciding whether to publish news and images that are disturbing, violent and horrific.

The Press Council of India states the fundamental objective of journalism is to serve the people with news, views, and comments. Fairness, accuracy and objectivity also matter in on line journalism. It addresses an audience that is composed of multi individual public. They can meet and talk electronically with people who are similar interests all over the world.

GATE KEEPING APPROACH

The interactive medium is a different medium because no other medium allow consumer participation. Individual participation in information and opinion is visible and live in online news coverage. Consumer can directly enter in the production and they play a key role in the movement. A role that clearly seems threatened by a medium in which users can put their fingers virtually. As James B Singer pointed out “Web provides the opportunity for creation of a highly personal pastiche in which all importance, all meaning is relative to an individual perspective”. Users can find any thing they want online. They enjoy new freedom for media control over information. They are turning to their favorite selections, organizers and packages of information.

Who are the gate keepers of online? How does the concept of news judgment change as the media change? What sort of functions might gate keepers perform?

Traditionally the gate keeping function was vested in journalists especially in sub-editors. They acted as dictators of news presentation. Thanks to the new medium media folks have been forced to share the gatekeeper role with the rest of the public. Readers can publish news themselves. Moreover the readers can approach directly to the source on line and get the information they are looking for. Deadlines are erased. News gathering and reporting becomes a continuing process. Geographical territory vanishes away. The so called gate keeping theory and tradition whither away here.

NETWORK AND COMMUNITY

A network is an infrastructure that connects computers to each other and to a range of external devices, and thereby enables users to communicate and exchange information. Networks, however, come in many shapes and forms. A computer network may be either localized (a local area network (LAN) or Ethernet), meaning that it 'covers a small geographic area and connects devices in a single building or group of buildings', or it can cover a 'larger area such as a municipality, state, country, or the world' (a wide area network or WAN)





Communities are identified groups of interdependent people who discuss actions and share certain practices and have a concern for common good.

Online journalism address an audience that is composed of a multi individual public collectivity rather than personally defined. News relates to a geographical community, however narrowly or broadly that community is defined.

News offers communities of interest defined differently. Communities of news are defined the traditional news value proximity. One of the benefits of the web is that through it, people can break the bonds of geography. They can meet and talk electronically with people who are of similar interests all over the world.

People can forge links online in ways they have never been possible through traditional media. Even when one is taking about a community the community is one defined and selected by an individual. Individuals choose which communities of interest they want to be part of online. Then they also choose communities not to be interested in.

SOCIAL NETWORKS

Building on technologies that surfaced in the 1970's and 1980's, social networks emerged in the late years of the 20th century. Media giants utilize the potential of social networks to capitalize their utilization. Attracted by these 'capitalists', people are engaging with social networks both in and out of the home. Any time anywhere utility make it easier to connect. Social network consumers use connectivity at whatever time of day suits them and where allowed, in any circumstances. Over two billion people are connected in the top forty social networks today. It is expected that five billion people around the world will be online and most will connect via social networks by 2020.





Social networks have the capacity to involve huge numbers of people in group activities but offer relatively little opportunity for engagement. A study indicates that Massively Multiplayer Online Role Playing Games (MMORPG's) attract huge participation. The popular 'World of Warcraft' game had over twelve million subscribers as at October 2010. The social network addiction alters traditional concepts of engaging and social circles. Tweets, social networks, blogs, advisory sites, buying portals and e-mails are all ways that people are sharing their opinions about brands, for good or ill and can have a major impact on the perception of their brand and therefore its value.

Mobile social networking

It is generally agreed that the next step of progression is towards mobile social networking. Rather than just using a mobile interface, new GPS and geo-location systems have the potential to radically enhance the wealth of data, generated by social networks. The expansion of technology and social networks to effectively blend into our surroundings seems quite likely - which if combined with more mobile applications, has the potential to revolutionise human behaviour, commerce, industry and government. This transitional move will transform whole styles of interaction. There will be effects on economic, political and cultural strata of life.

Innovative uses of social networks

Social networks are used for different purposes in different parts of the world. Beyond territories, you can make relationships is the main attraction of social networks. Business organisations use the sky scape to cater their needs.



David is the chief executive of Global Futures and Foresight (GFF)

B2C (Business to Consumer)

Business motivation and promotion of E-commerce is one of the major innovative developments associated with social network communities. Domino's Pizza reported a 29% increase in pre-tax profits to £17.5m in July 2010, largely owing to an increase in e-commerce. The company notes that this area had seen 61.4% growth in the same period and that it now accounted for nearly a third (32.7%) of all UK delivered sales. The same company introduced a wide campaign using GPS on their phones - at their locations, even though none of them offer dine-in services. The first effect was to increase foot traffic. According to the company sources it reduced the delivery charges. Moreover it helped to expose the company brands to the consumers' friends who walked in with them to the company locations.

B2B (Business to Business)

Social networking is essentially a communications tool. The same tool can be used effectively for business. It can use for external marketing or research and development purposes. The Cognizant Technology success story will reveal more. In 2008, Cognizant Technology Solutions, a US-listed outsourcing company, introduced a new internal communications system based on the principles of social networking sites. Within months most of its '...under 30-year-olds who fall into the so-called "millennial" generation, were migrating to the new system en masse.' The system's popularity equates to a lower attrition rate amongst active users of the software. It is about one third of the level of staff who seldom uses it. Internal use is also leading to a new business proposition. 'Clients are increasingly asking them for help first to understand the trend and then to write and implement software, incorporating it into their businesses.

P2P (Person to Person/Peer to Peer)

Peer interactions and advices are more effective than any other kind of interventions in teenage and among youth. Social networks and communities are also innovating at the peer to peer level. Social gaming is also growing rapidly. Colloquially, games on social networking sites are called social games.

G2C (Government to Citizen)

The UK Coalition government set out 'The Spending Challenge' in mid-2010 in which it asked members of the public to '...help shape the way government works.' As its name implies, it acted as a forum for suggestions on what services and programmes could be cut, and how. Many governments utilize the assets of social networks around the globe to communicate their decisions and orders.





BLOG

Anybody can be an owner of a news paper without spending even a penny. This is the magic impact of blogging. To be a media manager become a penniless effort through beginning a blog. The term blog is nickname of weblog. You can higher cyber space without payments and start to use the space. Add text, colors, paintings, photos, audio, visual, animation, graphics... and more. Publish advertisements, persuasive pieces, and campaign materials, make money by e0buiseness promotion, public relation activity, reviews... Nobody will question you. The 'owner' of the blog decides the content and design. To help layout, most service providers offer different templates. You can select a suit and wear it. Seamless freedom is the major attraction of blogs. This is a global space. Any person around the world with internet accessibility can open you page and read. Blogs offer such an international opportunity to interact with the real faceless community. Though there is an internationally accepted code of ethics in journalism, all laws and regulations regarding publications in your country are applicable for a blog. For example, an Indian blogger is bound to obey rules and regulations of India. Otherwise, the cyber cell may charge against you.

NEWS GROUP

Use net is a collection of thousands of ongoing topical discussions called news groups. Each news group covers a specific topic such as an alternative living or journalism. Also known as **bulletin boards** or **discussion groups**. News groups are used by people to share common interest. These groups are ever changing bulletin boards where you can post messages called articles for every one else to read and respond to with public posting of their own e-mail.





WIKI LEAKS

Scoops and investigation goes beyond the boundaries. When a scribe brought forth a minor scam attempt, media managers celebrated it with 'Exclusive Explodes. Here a man leaked thousands of web pages in a war document. The custodian is not an ordinary authority. The leak had happened in the US defence documentation which is marked top secret. Julian Assange's attempt marks a new face and phase in online journalism.

WikiLeaks bombard is observed as "the emergence of open source journalism". According to Sevanti Ninan, "Julian Assange makes it possible for anybody anywhere in the world to submit secret documents for publication". The most interesting and stunning episode of the bombard leakage is the online posting of video which showed airborne Americans in Iraq killing civilians including two Reuters journalists in 2007.

Wikileaks is not a stand apart journalistic intervention. It is a means of active participation. the web journalists group becomes a movement. Each and every pages of the war documents on the website is a link. It seeks financial, legal and technical support. "help us extend and defend this work".

And now we have a new era in the history of journalism. Thanks to Julian Assange, online journalism flies in the wings of top secret documents. In the midst of alarms on 'national security', the war documents leaked by WikiLeaks pave a newer way in media interventions. It is a wonderful question: If nobody have a secured life, can US nationals only have it? A stateless movement is not responsible to care about US national security is the philosophy behind the bombard leakage.



THEORIES OF NEW MEDIA

Social presence theory

Short, Williams, and Christie (1976) originally developed the theory of social presence to explain the effect telecommunications media can have on communication. They defined social presence as the degree of salience (i.e., quality or state of being there) between two communicators using a communication medium. They posited that communication media differ in their degree of social presence and that these differences play an important role in how people interact. They conceptualized social presence primarily as a quality of a communication medium that can determine the way people interact and communicate. From their perspective, people perceive some media as having a higher degree of social presence (e.g., video) and other media as having a lower degree of social presence (e.g., audio). More importantly, they believed that a medium with a high degree of social presence is seen as being sociable, warm, and personal, whereas a medium with a low degree of social presence is seen as less personal.

Lombard and Ditton (1997) identified six interrelated (and cross-disciplinary) but distinct ways people understand "presence":

- (a) Presence as social richness,
- (b) Presence as realism,
- (c) Presence as transportation,
- (d) Presence as immersion
- (e) Presence as social actor within medium
- (f) Presence as medium as social actor.

Cuelessness Model

Competing to social presence theory, Rutter, Pennington, Dewey, & Swain, 1984 developed the

cuelessness model. They were working from a similar theoretical framework as Short and others done. Rutter was concerned with the over emphasis placed on the importance of eye- contact when two people communicate. The cuelessness model essentially claims that the fewer social cues, the greater the psychological distance between two communicators. Further, Rutter and his colleagues argued that the greater the psychological distance between two people the more likely communication will be task oriented and depersonalized. In fact, Rutter and colleagues found



that the number of social cues—that is, both visual and physical presence cues—decreased when people used a closed-circuit television (i.e., visual cues), versus a curtain and wooden screen (i.e., no visual cues), versus audio (i.e., neither visual or physical cues) to communicate with each other.

Media Richness Theory

The theory of Richness emerged during the 1980s. The theory is defined as the potential information-carrying capacity of data. If the communication of an item of data, such as a wink, provides substantial new understanding, it would be considered rich. If the datum provides little understanding, it would be low in richness. They argued that face-to-face communication has the highest richness whereas numeric communication (e.g., spread sheet with numbers) has the lowest. According to Daft and Lengel, a "medium's capacity for immediate feedback, the number of cues and channels utilized, personalization, and language variety" all influence its degree of information richness.

Social Information Processing

The Social Information Processing model is developed by Walther. Walther developed his model in response to the previous "deficit" theories. Whereas previous researchers were interested in media effects across various communication media, Walther focused primarily on computer-mediated communication. He criticized previous research, like that addressed earlier in this chapter, for a number of reasons. First, the majority of the early research was conducted in experimental settings that failed to mirror how people communicate with different media in the real world. Second, these early studies and researchers assumed that the absence of visual cues led to an absence of sociability. Third, they assumed that task-oriented communication lacked relational and social communication. And fourth, they failed to acknowledge that just as cues are filtered out, other cues are filtered into computer-mediated communication and therefore computer-mediated communication has some affordances that face-to-face communication does not. Walther argued that human's social nature is the same in computer-mediated communication and face-to-face environments. Given enough time, he believed that people will find ways to compensate for any cues that are filtered out in computer-mediated communication. The social information processing model essentially posits that given enough time, computer-mediated communication can be very personal and even hyperpersonal.



KEY WORDS

Internet

Internet is the network that connects other networks of computer around the door into one seamless network. The term internet derived from the phrase inter connected network. During 1960s computers began to play important roles at major universities and research firms. The United States defense department agency decided that everyone who benefits if computers could be linked together. This defense department was the forerunner of the concept internet. Now it connects computers world wide.

Intranet

Using internet technology corporates build company wide networks accessible only to their employees or other invited users. It is limited to an area of company premises or space. It is used to post documents, link softwares, data bases and hardwares into a universal network. These private intranet shares the same software and hardware as the internet and speak the same language.

World Wide Web

The World Wide Web (www) is a recent addition to the internet The web is a series of inter connected documents stored on computer sites. When you use computer the screen displays a document which is called home page. In a web a lot of pages are available at a time. Web sites provide information on a particular person, institution or strategy. Online media have their own sites to transmit news gathering. There are tens and thousands of sites exist and new ones are being added. People use web site to locate product information, share research, exchange e-mail, get news, weather, financial information, look for jobs, chat with similar minds and friends, touch with political and social agendas, take courses, and for numerous other purposes. Web's popularity has increased dramatically.

Home page

Generally a home page uses the name of the organization or individual sponsoring the site. It displays a list of highlighted words, buttons or pictures. When point to one of these items, the mouse pointer changes to a pointing finger, which indicates something you can click. The web is a network of billions of inter linked documents. Each link contains the address of another document on the same computer or another computers. These links called hyperlinks are the highlighted words, buttons or pictures.

Browser

To use the web to explore internet a software is needed.



This software is called browser. This is an intensively competitive field right now. Browsers are undergoing very rapid changes. Some are independent software programs such as those developed by Microsoft and Netscape. Others are integrated into application programs such as word processing programs, spread sheet and data bases. A browser, provides a number of functions.

- It allows to enter the address of the site.
- It Formats web documents for display.
- It allows to backup and go forward through pages.
- It allows to copy text from the screen and paste it into word program
- It allows to print the document.
- It makes possible to transfer files.
- It allows to send and receive e-mail and other internet services.

Download and upload

Transferring between computers are of two kinds. They are uploading and downloading. These terms simply refer to the directions of transfer. Uploading means send the file to another system. Downloading is transferring from another computer to yours.

Networks

Super computers, mainframe computers and servers are powerful to process the data for hundreds and thousands of simultaneous users. The users may be located in a building or selected around the globe. Connecting computers together like this form networks. A network is two or more computers connected to each other and sharing common language. So they can communicate with another.

Language of internet

On the internet there are two sets of basic rules. They are *Internet Protocol* (IP) and *Transmission Control Protocol* (TCP). The first step in getting data to the right place is to get the address right and in a form that can be read by everyone that handles the message along the line. On the internet protocol governs the way data is addressed and routed along the internet. To get a message from one user to another, the message is put into an internet protocol envelop and addressed to the recipient. Routers then move it through the system to the user with that address.

Transmission control protocol helps to eliminate tie up of change graphic file with other files. TCP breaks the message into packets, each containing between one and one thousand five hundred characters. It numbers each of the units, puts each in to an IP packet and sends them. At the recipients and TCP extracts the data from each envelop, checks each of accuracy and reassembles them into their original order.



Hyper Text Mark up Language (HTML)

Pages publish on the web need to be formatting and linking to other pages, done inserting into a document of hidden codes which is called hyper text mark up language. This is a subset of a much larger standard language called Standardized Generalized Mark up Language (SGML). HTML is invented by Tim Berners Lee. Basically a mark up language is computer language which describes how a page should be formed.

Hyper Text Transfer Protocol (http)

The first described way for computer to take to one another over the internet called http. The http specifies the protocol, the language, the www user to the pages together. A protocol is simple of an agreed upon set of standard that allows computers to talk to one another.

File Transfer Protocol (FTP)

The internet tool used to transfer files from one machine to another is FTP. When files are made available on the web you can click the hyper link that initiates the download process and FTP works invisibly in the background to transfer these files to your own computers.

Internet Relay Chat (IRC)

If e-mail is not fast enough, IRC allows to chat with other users in real time. As soon as you type your message everyone else can see it. Any user with IRC software can go to an IRC computer called IRC server. A variant on this theme is Microsoft's comic. Here the user selects a character called an avatar to represent you on the screen. What you type is then displayed in a balloon over the cartoon character.

Java

Java is a new procedural language that has gain great popularity. An ideal language for programs that run on networks such as the Internet Java Programs are typically stored on a server. When execute a program it is transferred from the server to your computer. As it is transferred it is interpreted by a translator called Java. This allows the same program to be run on almost any computer. An interpreter can translate the program for the computer.

Bug

When using a computer over an extended period, a message appears which points out an error has occurred or the keyboard freezes. Then can not type or operate the program anymore. This is almost always an error on the part of the program called a bug. The term bug is often credited to Graze Hoper, a US navi programmer.



Server

As networks have grown in power and complexity, the role of large computers have changed. They are now just one computer in a much larger system called network. However, because of their large size and great processing power, they specially occupy a special place. Since they now serve the need of other computers on the system they have become known as server.

Client server

The development of low cost personal computers and networks made it possible to replace the more costly mainframe through a new form of computing called client server computing. Many small computers are now connected to a larger computer. This central computer generally holds the majority of the data and the programs that manage it. The smaller computers then access the data and perform additional computations on it.

Search engine

The better way to locate specific information is to use search engine. It is a web tool that helps to find specific sites on the internet. These are searchable indexes running on powerful computers that look up information using key words. When enter a word or phrase to look up, the search engine locates any document containing the key words. The listed documents are called *hits*.

Web spider

A search engine leads a list of key words and the list of the names and addresses of the sites where those words are found. The lists are called indexes because they are much like indexes in books. Indexes are typically created by software programs called spiders. There are also other software called *wanderer*, *robots* etc.

Form

To make a data base make user friendly forms are created and displayed on the screen. People then type data into the various forms and it is automatically entered into the database. Once the data base has been entered the form can also be used to view edit or delete it.

Cyberspace

Over the past decade many computers have been linking together in schools and companies. Users can exchange files and share printers. Over the past few years these local groupings called Local Area Networks (LAN). It is a world in which every one is connected electronically. The space is extended to Wide Area Network (WAN) and Metro Area Network (MAN). The word cyber space was coined by William Gibson in his novel *Neuromancer* published in 1984. Now cyber space is a universal concept.



Plug in

To make all the latest technologies available, browsers make provision for improvements and enhancements or helper applications which is called plug-ins. Helper applications are programs that expand the number of file types you can view on the web. They can be launched from the browser but are not part of it. Plug-ins enhance the browsers capabilities.

Domain

To send e-mail to someone just need their address. It has two parts-the user name and the name of computer where his/her mail is scored. For example kaliyadan@sify.com. Here *kaliyadan* is the user name and *sify.com* is the computer name. These two parts are separated by a sign-@. The last part of the address is called domain. It suggests the network and nation of the registered computer system.

Spam

When one becomes familiar with web he/she becomes the recipient of a mass mailing called spams. The spammer gets a list of the e-mail address and sends message to everyone on the list. In most cases all messages should be the same. They are called spams because they remind some wit in '*Monty Python Flying Circus*'. People on the internet are not happy about such mails.

Unix

Unix is a micro computer operating system which is widely used. It made possible to run tasks on less expensive micro computers. Unix was developed in 1970s. Application written on Unix will not usually run on another.

Image maps

One of the primary functions of a Desktop Publishing program is to layout pages. Computerized page layout allows to pave texts in columns and insert graphics easily and accurately. By dragging guidelines to specify where texts and graphics belong element can be placed with great precision. Layout programs also have master pager. Any text or graphic placed on these pages appears on all pages in the documents. It is also called image maps.

Web master

Large companies usually have a person in charge of their site, who is called web master. He is also called programmer or graphic designer. Setting up a web site is his duty. All additions and updating data are handled by web master. Their responsibility includes maintaining of the site.



pictorial
journalism

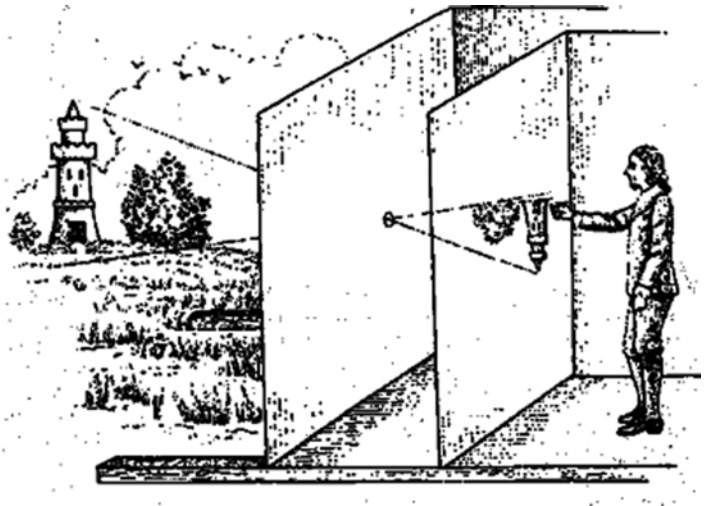
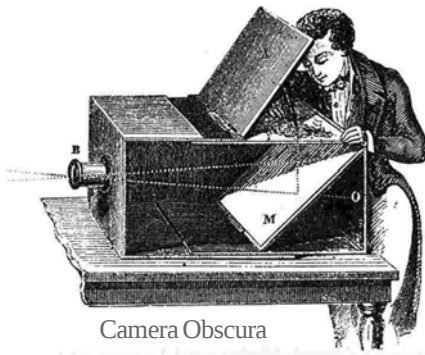


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The business of journalism is communication. Pictorial journalism is communication through photographs. A news paper photo must tell the story and tell it clearly. A press photographer tells her/his story in a single picture, where as a reporter uses a number of words. Photo journalists show the human conditions in its reality. They copy enjoys and sorrows. Describes people at play, men at war and a lot of other moments from life.

Expressions of feelings took different shapes even in pre-historic era. Oldest forms of artistic expression was paintings. Relics of cave paintings make a visual expression. It was Aristotle, a Greek philosopher, observed that light passing through a small hole in the wall of a room formed an upside down image of objects. Photojournalism was dependent upon the invention, progress and perfection of photography. It began with the experiments in high sensitive materials in 1822-1840. From Camera Lucida this invention progressed to color poloroids and digital photography. After the invention of photo engraving machine not only photographs but painting, drawings and other kinds of visual arts could be reproduced. It was a turning point in the history of visual arts.

First crude camera called a *Camera Obscura* (dark chamber) made only in AD1500 in Italy. It consists of a huge box with a tiny opening in one side to pass light. It projects only images on to a screen or for sketching paper . It was in 1727 Johann H Schulze, a German physician discovered silver salts that turned dark when exposed to light. After 50 years Carl Scheele, a Swedish chemist proved that the changes in the salt by light exposure could be made permanent with chemical treatments.



After a long years experiments, Joseph Nicephone Niepce, a French inventor developed a technique to create images by the action of silver salt in the early 1800s.

The word photography comes from the Greek words meaning “to write with light.” A photograph is basically a picture drawn with rays of light.

A photograph can not tell lie as the rays of light cannot hide anything. We get a realistic image of the world from pictures than words. A writer can observe and describe keenly in rich or simple words. But a few written description can compete with a picture. A photo journalist sees and portrays the world in visual terms and conditions. They are truthful, informative, interesting and have significance. Photograph reflects sensitivity and understanding.

Pictures extend our reach, communicate feelings and set mood. The ancient Chinese saying “a picture is worth ten thousand words” is clear for a few pictures. Some others have little visual impacts. Photograph is both an art and craft. Artist in a photographer develops a good eye and craftsmanship resumes right techniques to capture on film what she/he sees.

A photo journalist uses words and pictures. The fusion of verbal and visual media can be seen in photography. Such printed pages of publications simplify the perspective act on the part of the readers. Magazines and news papers meaningfully developed a concept of fusion of words and pictures by attractive and striking captions. The magazine photographer takes more time than a news paper photographer to tell a story by using a series of photographs.





Photographer Gopalan

THE CAMERA

Basically a camera has two components. A lens to produce pictures and a film to retain it. Camera must operate aiming, focusing and exposing. To aim the subject, camera has view finders through which the photographer sees things. He/she can adjust the distance between the lens and the film to obtain a sharp image. The film is exposed by opening the shutter which allows light to pass through lens.

The quantity of light reaching the film can be varied by adjusting the diaphragm opening or the shutter speed. The opening of the diaphragm is popularly called as aperture and is written as an alphabet “f” on cameras. There are two kinds of shutters. They are *between-the-lens shutter* and *focal plane shutters*. All cameras for general photography fall in the category of 35mm. There are different types of camera for different contexts with different functions.

Single Lens Reflex Camera (SLR)

It is the popularly used type. It can be used for wide angle, telephoto and close-up photography. The view finder shows exactly what will get on the field.

This makes the composition and visualization delightful one. There were *Twins Lens Reflex*

Camera (TLR) with two lens attached with.



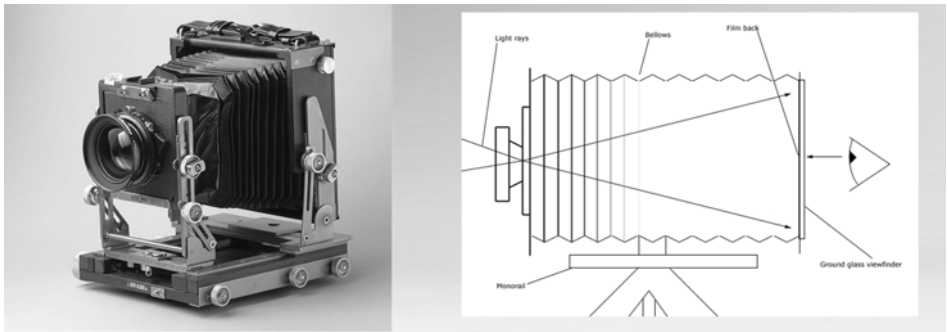
TLR Camera





Range Finder Camera (RF)

Use to photograph action and candid shots. Since a separate set of lenses is used, the image on the view finder is different from the one falling on the film through the lens.



View camera

Suitable for commercial, industrial and interior photography and for reproduction jobs. Camera movements enable perspective control. It is very slow; so can not use without a tripod.



Polaroid Camera

It uses a special type of film package that produces finished prints. Results of the polaroid exposure are available in seconds. Polaroids make special backs for different cameras.





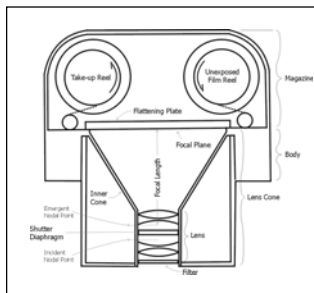
Super wide-angle Camera

Generally used to depict an extremely wide view. Use Hasselblad super wide 2 1/4 x 2 1/4 inch or Plaubel view wide 2 1/4 x 3 inch focus fixed lens. This type of camera is highly expensive.



Panoramic camera

It sends a sweeping view. It can be a rotation camera or non rotation camera.



Aerial Camera

It uses to picturize land from air. It contains telephoto lenses. They are permanently focused on infinity.





Subminiature camera

They are precision instruments rather than cameras. They are very small and inconspicuous; used for spying activities.

COMPOSITION

A subject matter can view from several angles. Photographers try to capture the view which gives the best composition. Basically the relative arrangement of various features is called composition. Tone and sharpness, of the final print help to achieve the designed result. Photographer's imagination and artistic mind is reflected in compositions.

Composing is the process of making a photograph sharper before clicking. Focussing the object, deciding the shutter speed and aperture, read the light reader etc. include in composing. The photographer will decide which sort of light is used and what effect should be given, select lens and shutter speed corresponding to the angles. After composing, a photographer shoot soon. A well composed photograph should be effective and clear which is the result of personal talent. Really the most important piece of photography equipment is the photographer's eye and mind behind the view finder which is active in composing.



BLACK AND WHITE PHOTOS

Photos can be classified into two. They are black and white photos and color photos. Black and white photos appear in black and white. Most probably a black image on white background. The materials use to take such photos are called black and white negative or monochrome negative. All light particles are copied into black and white. Yellow, red and other such color can be seen as deep dark or in grey. The speed of sensitivity is higher in black and white negative than color film. Black and white photography is the first step in the development of photography. In earlier days people used it and in some cases artists painted over them.

COLOUR PHOTOS

In a technologically advanced era people started to use color photos. Photographer can copy exact images in its real color combinations. In a color film three primary colors - *green, red* and *blue* is used. The coloring chemical agents arranged in three layers in film roles. At the time of developing, these color mix in order and get a multi color picture.

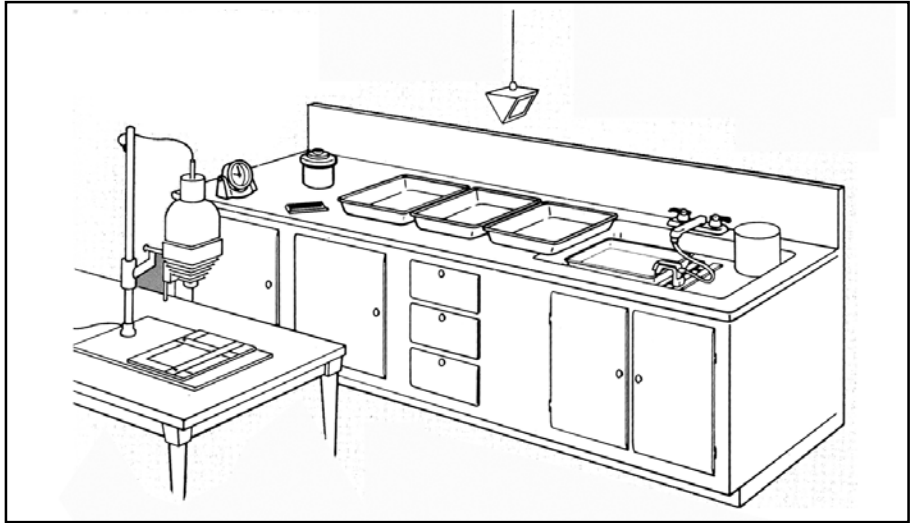
There are two types of color pictures. They are **color negatives** and **color positives**. Color negatives are just like black and white negatives. The lighted area can be seen in deep red. It can be picturized on papers.

Color positives are also called *reversal film*. It is just like a film slide. After the process of developing, the image of objects can be seen in its real form as it is in a cinema film role. This slides are also called as *color transparency*. Print media can produce pictures directly from transparencies with better clarity.

DEVELOPING

A total dark room is a must to develop and print the exposed film. Once the pictures are taken, the film must never be exposed to light. The tiniest flash of light is enough to ruin the film. The process of black and white film includes two stages. They are **developing** and **fixing**. In developing the picture image brought out and in fixing the image is made permanent. The photographic film is covered on one side with million of small crystals like tiny grains of salt. The primary stage of developing uses a solution containing Metol, Sodium sulphate, Borax, Hydro quinon and Potassium bromide. Once the development is complete, the picture can be seen on the film if it is turned to light. But processing is not get completed, so the film must still be kept in dark. The next step is fixing. The fixer contains chemicals like Sodium thiosulphate or hypo and Sodium bisulphate.





PRINTING

Printing process in the same sequence as films. The only difference is that the print paper is designed not to react to certain colors of light. The photographer can use a safe light in the dark room. Normally dark room operators use red light. The silver image left after processing. It shows the shades and colors the right way around; it is called a positive.



DIGITAL PHOTOGRAPHY

Technologically advanced society today use digital camera. Paper photos and film roles become out of fashion in the post modern world. Digital camera absorbs image as digits. Digits of 0 and 1. The photographer can see the pictures in a



monitor attached with the camera at the time of shooting itself. No film roles used. Traditional way of developing is inapplicable. At the time of light exposure Charged Coupled Device (CCD) absorbs light particles as primary color particles. They are marked in pixels. Keep images in digital formats in JPEG chips. It helps to screen pictures on a computer or television screen directly. Transmit images directly through computers. Delete and re use the same space after a click is one of the unique peculiarities of a digital camera. Computer print outs are available. It helps to transfer images speedily. Send a digital image via modem or by using e-mail facility.

PHOTO EDITING

Editing is important in photo journalism also. All photographs can not be used as all events do not become news. Selection and correction are necessary before publishing a photograph. Techniques like cut lines, cropping and scaling are used to edit a photograph. Now a days computer editing is the normal way.

Cut lines

Cut lines are the text matter accompanying a photograph. They supplement to photos in five ways:

- Explain the action portrayed
- Identify the people in the picture
- Indicate why the picture was taken and is being used
- Point out for the reader any interesting detail that might otherwise be overlooked
- Give credit to the photographer or organization

Captions

Caption is a small description on a photo. It will not narrate the incident. To arrest attention of the readers is the main function of a caption. Most probably captions are single worded ones. It appears as an imaginative 'nick name' to the photograph. It adds curiosity and humor. Captions appear just before the cutline as an introducer.



Cropping

Cropping refers to the selection of a picture for publication. It deals with the content. Print result is the matter discussed when a photo editor considers a photograph. He/she is entitled to accept or reject the picture. The process of selection that is based on content is termed as cropping.



step.1



step.2



step.3

Scaling

Scaling or sizing refers to the decision on how large a photograph will be when it is printed. Only the size is considered here not the content.

Electronic editing

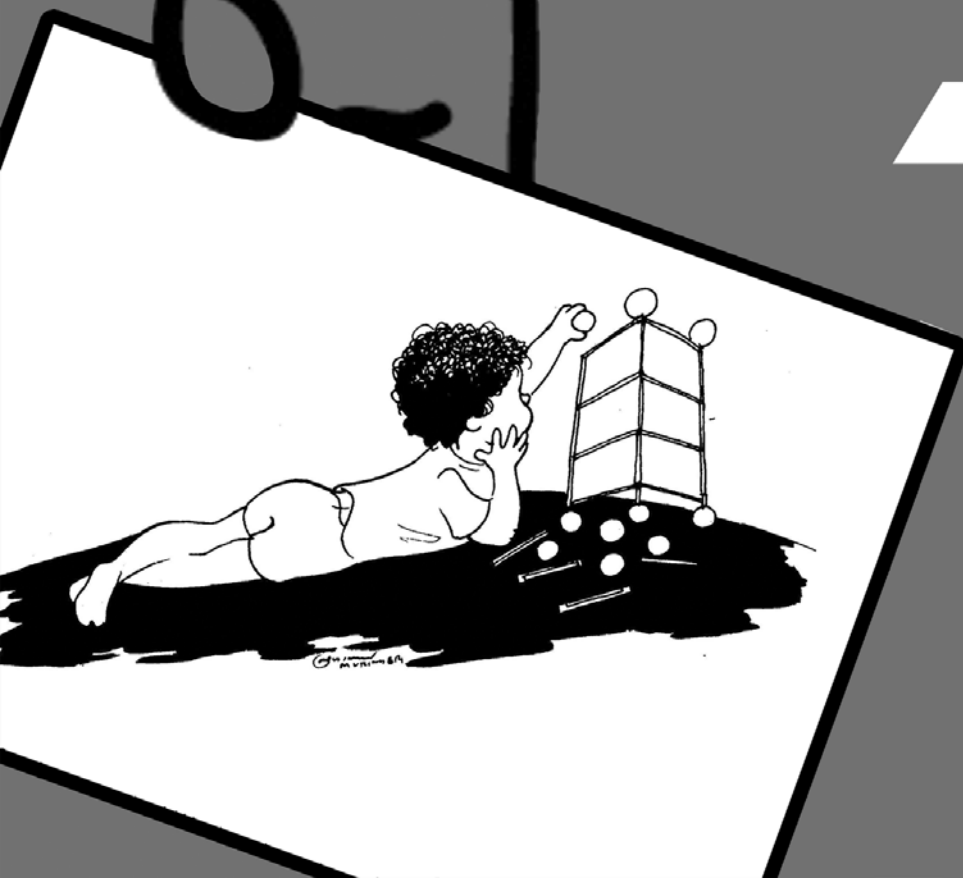
News papers use electronic editing by using computers now a days. A photographer sends images in printed forms. Photo editors scan these images and transmit it into computer images. Digital camera men directly send their images to the computer fixed in edit room. By using the images they will crop and scale electronically. Editors are free to make necessary changes in computer images. They can make a picture attractive by supplementing effects in on screen editing.

Scanning

Photojournalists use scanners to transform a printed copy into a computer image. In the era of electronic editing it helps the editors to edit photos easily. Photographers use scanners to send their pictures to the news paper office which is far away from the site. They scan picture and send through modem. Digital photography make scanners an out fashioned equipment.



public
relations



12

Public Relations is consciously created relationship between an organization and its public. Public constitute direct or indirect beneficiaries of a particular organization. Public Relations cover public information, public affairs, investor relation, corporate communication, employee relation/communication, and marketing/product publicity and consumer service/customer relations. From a most popular leader to the manager of local institutions who depend on public communication need policies to reach the public. The strategy to tackle the mind of people is what Public Relations are all about. From a local media outlet to a national or international media, public relation is the result of a calculated effort. Professional public relation is comparatively a new branch. It is considered to be as an allied area of mass communication. Its roots lie in the efforts of both private and public propaganda machines.

DEFINES PUBLIC RELATIONS

Public Relations is a planned and organized communication process that links particular elements of society together for particular purposes.

According to Harold Burson public relations is an effort to influence opinion to influence the attitudes of people. Three things can do to public opinion .Try to change, create new and reinforce the existing one.

John W Hill defines public relations as the management function that evaluates public attitudes, identifies the policies and procedure of an individual or organization with the public interest and executes a program of action to earn public understanding and acceptance.



Scot Cutlip and Allen Centre in their book *Effective Public Relations* say the term public relations is used in at least three senses: the relationship with those who constitute an organization's public or constituents. The ways and means used to achieve favourable relationship and the quality or status of the relationships. Public relations is the planned effort to influence public opinion through good characters and responsible performance.

Edward L Bernays is generally credited with having formulated public relations as a profession. He had used the term public relations at first. Bernays added that public relations should serve the public interest. According, to him public relations is a "profession that deals with the relation of a unit and the public on which its viability depends".

Basically public relations is a communication process where by an individual or unit of society attempts to relate in an organized fashion to various groups or publics for particular purpose. The purpose usually center on a positive public image. Critics point out that public relations is manipulative, self serving and unethical. It distorts and blurs issues in its attempts to persuade the public.

Public relations has born in America in the early years of 20th century. The new method is created in the midst of cynicism and anger about big business practices. It becomes a tool to hide unrest against low wages, anti labor attitudes, child labor and the twelve hour working day. It was Ivy Lee considered to be the father of public relations who had started a public relation firm in 1911.

Politically public relations had started as a capitalist technique to implement anti proletarian policies and make public image hiding labourers' protests. Campaigns used to cover suppressed rights of labourers. Knowingly or unknowingly every organizations maintain a good relationship with its public. Public relations help to increase the goodwill of the organization.

In a consumer oriented world order competition determines success. Public relations act as an important tool in maintaining competency. Modern market considers public relations as a discipline to study and practice. Well planned efforts can be seen behind every public relation activities. It is a pre-planned activity now. Most celebrated institutions run a public relations department to promote and coordinate public relations activities.





HOW PUBLIC RELATIONS FUNCTION

The public relations society of America lists the major job classifications of the public relations specialist as writing, editing, placement of material, promotion of events, speaking, production of photographs, layout for print, production for broadcast and motion pictures, program development and institutional advertising. Public relations activists analyse trends, preferences, feelings, attitudes and indicate consequences. Public relations is a four tier activity.

Research: determination of what the public thinks of the seller, the individual and the organization include in research.

Program: a public relations program and planning is adopted.

Communication: positive information consistent with the program is distributed through appropriate channel.

Response: reactions to the communicated material are evaluated.

According to Cutlip and Center, any public relations program must include four basic steps.

Fact finding and feedback: This stage includes background research on the audience to be reached by the program including impressionistic observations by knowledgeable observers as well as scientific studies of public opinion. The public relations practitioners use this information to define the problem and identify the audience to be reached.

Planning and Programming: The public relations practitioner takes the information from the fact finding stage and puts it to work by plotting a broad strategy for the public relations program. The strategy includes timetable, budgets and probable targets for the message.



Action and communication: In this stage the public relations program is initiated, using what ever tools and media are appropriate. This is the actual communication, in which pamphlets are distributed, speeches are given or news releases are sent to media organizations.

Evaluation: After the program is initiated and carried out - it is assessed to several ways by measuring changes in activities and opinions , among particular publics, by counting news clippings or reports on radio and television to evaluate the success of contacts with mass media or by interviewing key opinion leaders. If carried to its logical conclusion, evaluation should affect future public relations activity depending on what worked and what did not.

INTERNAL AND EXTERNAL PUBLIC

The beneficiaries of an organization can be broadly classified into two. They are the internal public and the external public. Today public relations activities include both internal and external communications.

The internal public are people inside an organization. They are associated with the organization. Employees, workers, activists and any other persons who has first hand relationship and direct involvement in an organization can be termed as internal public. All communications within the organization itself to its internal public is internal communication which is maintained by the public relations department. Internal messages are aimed at a discrete group of people. This is not a communication with the general public through mass media. Any conflict or contradictions between members of internal public affect the smooth run of the organization. Public relations department is not capable to plan and practice actions, though they help the authority to take decisions by providing valuable information.

External public are the beneficiaries of an organization. The relationship may be direct or indirect. Well maintained relationship with the public held to increase the goodwill of an organization. In most cases it will decide the very existence of organizations. External public include consumers, dealers, followers, middle men and all others who are the direct and indirect beneficiaries. External communication is intended to large and diverse public or to particular segments of the population outside the organization. Usually such a communication is possible through mass media. Public relations department plan various campaigns and propaganda to expand image of the institution. Well organized research and analysis is a necessity in planning public relations activities. Knowingly or unknowingly every moments and movements of an organization make some results on its public.





TOOLS OF PUBLIC RELATIONS

Public relations is a broad subject and relevant to individuals, groups, companies, corporates, nations and so on. It is described as communicating to achieve, understanding through knowledge. By sending and receiving messages both sides understand each other. The scale of activity to promote public relations may vary considerably according to size and nature of the interested parties. The philosophy, strategy and methods will be similar. A few obstacles are used to mutual discussion and communication of idea in a small and closely knit community. But there is a plenty of opportunity for misunderstanding. In a public or commercial life the circle is widely dispersed. Public relations practitioners use modern methods or tools of communication and persuasion to bridge the gap since every activities of people in connection with an organization mark public relations activities. Modern public relations departments use various tools. Some of them are discussed under the following sub heads.

Spoken word

Spoken words are primitive tool and the oldest means of verbal communication. Still it continues as one of the most powerful and popular methods of communication. Every public relations activity begins by using spoken words. Oral transmission of idea and opinion becomes a way of public relations. This department prepare speech for public functions that delivered by officials and



spokes persons. Telephone manners are very important. Often the first contact with a company is through telephone operator who should be trained to make the best impression. Prepare broadcast programs, use audio systems for campaigns etc are also part of public relations.

Written word

Innovation of movable types revolutionized human society. Written words spread through printing press. Printed matters are the most important medium of exchanges between an organization and the outside world. There are varieties of printed materials produced by organization for internal and external use. Posters, notices, brochures, advertisements, essays, office forms, bill forms, letter heads etc come under this category. Institutions publish various kinds of literature to popularize their products and services.

Press relations

Good relationship with mass media always help in campaigns for the cause of an organization. Confidence and respect between an organization and the press is a necessity for sound press relations. Best policy for an organization to take the press in confidence at all types. It is also wise to cultivate a balanced outlook towards press comment. Press will always prefer something sensational to news of steady progress. The most usual way of issuing information to the presses is writing press release. Press conference, letters to editor etc also used. Public relations department maintain a healthy contact with media folk and organizations. Anti-institutional propaganda can be tamed by using press relations. It will be helpful to publish review articles, analysis and news items.

Photographs

Photographs are pictorial record of events. Historical events are fruitfully recorded through photographs. Use of photography in public relations deserves special attention. It works as an unavoidable part of public relations. Photos of programs by organizations, pictures on developments and products etc are used as important documents in various campaigns. It must be striking and interesting. The full potential of photography and videography in public relations is not yet fully released and utilized.

Exhibitions and fairs

Festivals of communities are celebrated by sales people than local communities. Producers and distributors join hands with them. Irrespective of religion, caste and other rigidities trade organizations assemble fairs and exhibitions. Trade fairs become unavoidable medium of public relations and trade promotions. There is no clear cut demarcation between exhibitions and trade fairs.



Trade fairs are conducted generally for selling goods and demonstrating new idea and techniques. Where as an exhibition may range from a prestigious international show to transmit serious approaches to a small educational displays in schools. All such opportunities are fruitfully utilized by public relations personalities. Serious institutions and research organization also conduct exhibitions with informative values. Trade exhibitions and fairs attract consumers. It creates a festive mood which help to make a good rapport with the public. Exhibitionism is the most important characteristic of consumer society. Trade fair or exhibitions satisfy this character of the consumer society.

Audio visual media

Audio visual publicity is one of the popular methods of publicity in modern world. Public opinion or goodwill acts as one of the fundamental impacts of public relations. It is attained by utilizing various kinds of media including audio visual ones. Public relations people utilize facilities like film and television to supply audio-visual documents. Any public relations activist can not discard this media where audio-visual media act as a powerful weapon of cultural promotion. Public relations departments produce corporate films, advertisements, and programs on particular organizations or issues. Video films, Compact Disks and other formats are used meaningfully.

Advertisement

Public relations practice includes advertising in its wide canvas. They prepare and produce advertorials by seeking help of advertisement agencies. Advertisement is a paid form to popularize goods and services. Advertisements meant to marketize something; the same is the aim of public relations activities with a difference. Any activity, including advertisements, which enhances popularity of an organization is part of public relations. In such a sense advertisements also be part of it. Still advertising is not undertaken by public relations practitioners normally. Organizations utilize the services of professional advertising agencies for this purpose. Advertisement as a discipline has grown considerably in last decades.

Research

Research is a scientific and systematic search for pertinent information on a specific topic. Public relations is a sustained and planned activity with a definite purpose. It is important that results of such activities are monitored thoroughly through regularly maintained press cuttings, and observing the results by using varieties of methods including research methodologies. Public relations personalities seriously study how should they act and analyze results. Over all effect of public relations campaigns and advertisements have to be monitored



through a consumer research survey. There are several agencies work to conduct independent research for this purpose. On the basis of keen analysis and research activities public relations department plan public relations agenda and different strategies.

PUBLIC RELATIONS OFFICER (PRO)

Public Relations Officer is in charge of public relations department. This department stands for increasing goodwill of an organization. PRO is a connecting link between the internal public and the management. He/ she acts as the spokesperson of the organization. So she/he is also a connecting link between the external public and the organization. He/she coordinates all activities and programs. Any activity in connection with maintaining good relationship with external and internal public include the functions of a PRO. It is a well planned effort today. To construct a healthy relationship, every PROs practise some activities. Advertisement and public relations are activities of professional communications. They attempt to influence audiences through the manipulation of meanings. Through the deliberate use of mass communication, try to establish, extent, substitute or stabilize the interpretations, the audience place on products, services, groups or individuals. It has particular purposes. Generally the purpose is to promote a good public image. It is also taking on an expanded role as information society develops.

Releases

A release is a written document prepared by anybody to send to the press. To inform events, new developments and any other news public relations activists regularly prepare releases. The relationship with media folk utilize to publish releases. Various press releases prepared by PRO helps a lot to establish the name or signature of organization in the minds of its audience. They become active and prepare counter campaigns when negative propaganda is going on about organization's prestige or products.

Conduct press conference

Press conference is a formal conference of media people. To conduct press conference on behalf of her/his organisation is one of the functions of a PRO. Before starting a conference there are some procedure behind the conference. All such procedures are completed by the PRO. He/she invites every reporter personally and assures their presence in conference. On behalf of the organization he/she prepares releases also to supply in press conference. Usually management representatives and chief official may participate and deliver points in press conferences. Still PRO decides the agenda of the press conference.

Brochures



Brochure is a brief description of an organization or a product. It introduces the organization, its various functions and other details. If it is of a product gives details and specialties of the product and illustrates how the product is different from the competing ones. Long narrations is not expected in brochures. By using short sentences and attractive pictures a brochure elaborates an over all idea. It describes point by point. PRO is in charge to prepare brochures to attract its audience.

News letter

News Letters are printed materials giving information regularly. Usually it is considered to be informal. Public Relations personalities prepare official/formal news letters. It appears in the format of a magazine or a tabloid. Each organization can select their formats. It bears a master head but do not bear a cover story. It includes only news events and descriptions on the organisation and their products. It looks like a letter, elucidates personal feeling by reading matters. Appears regularly as a periodical. Aim of news letter is just to inform new development in connection with the company. PRO is credited for preparing and publishing.

House Journals

House journals are publications from public relations department. It is just like magazines in form and content. But they are circulated internally. Appear regularly as a periodical. Private circulated magazines is the peculiarity of house journals. Contributors of house journals are internal publics. It contains an editorial by the chief executive officer or owner of the organization. Other matters like essays, features, short stories, novelette, poem etc are included. Most of them are of internal public themselves. PRO selects, edits and publishes house journals. It influences and motivates the internal public. Gives chance to express their creativity and literary talents of people inside an organization.



advertisements



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Advertisement is a message designed to promote a product or service or an idea. The purpose of most advertisement is to sell products or services. Manufacturers advertise to persuade people to buy their products. Large business firms also use advertisement to create a favorable image of their company products. Advertisements play a part in the competition among business firms. It is comparatively cheapest and fastest way to inform a large number of people about products or services for sale and persuade them to buy. Advertisement is not intended to sell mere products. But it sells images, dreams, ideal ways of life and reinforces time, values of consumerism and stereo types.

Advertisements are the most influential and powerful method of sending message. Behind any advertisements there is a thorough research. Producers of advertisements observe keenly every little change in society. They make advertisements in response with the changes in human mind and life. It helps to make a brand stick on in the mind of the consumers.

Consumer goods need maximum advertisement for their existence. In a world of intensive competition, advertisement is the only way of existence along with product quality. Less advertised products become an utter failure in markets, though it is qualitatively better than competing products. Brand addiction, which is the face value of a consumer society, is one of the results of advertisements. Normally an advertisement is aimed to spread or enlarge product markets.

There are some other advertisements which are socially motivated. Advertisements are the key source of revenue of mass media. Therefore they accept maximum advertisements. This trend makes advertisers powerful; they are powerful to decide what kind of news should be appeared in media. Such media policy gives way to creep advertiser's interest in media affairs.

On the credit side, advertisements have speed up the introduction of useful invention, spread or enlarge markets, reduce the price of goods, accelerate turn over and help people in employments. Besides advertisement indirectly support media operations and to keep media independency. Advertisement and public relations activists look like similar. But they are different. An advertiser buys time and space to reach their public. A public relations person operates more quietly behind the screen.

Advertisements open up a different world where imagination and reality combines which influence the whole life in a period and mass media became popular. Advertisements play a key role in shaping life. Liberalized economies and globalization put top gear to the spread of advertisements. It is an allied area of mass communication because advertisements use mass media and information send to the mass audience. No mass media are avoided by advertisements. Print, Radio, TV and New media consider advertisements as an important factor of their activities.

DEFINITION

Advertisement is any paid form which shares information on a particular product, commodity or service. Advertisement communicates directly to the rational appeal of human beings is rare but it tries to manipulate consumers by indirect and emotional appeals. As David Potter wrote in *People of Plenty*, "advertising appeals primarily to the desires, the wants of individual and it sometimes offers as its goal a power to command the envy of others by outstripping them in the consumption of goods and services."

Advertisement is the action of attracting public attention to a product or business as well as the business of preparing and distributing advertisements . According to American Marketing Association advertisement is any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor.

James W Cary in *Advertising: An Institutional Approach* defines advertising as controlled, unidentifiable information and persuasion by means of mass communication media. Advertiser tries to create needs. They sell products and try to get you to buy a product out of the newly created needs.





Melvin L Defleur and Everette E Dennis clearly observe “almost every appeal imaginable has been used in advertising. Some advertisement have trade on prestige, others have used fear. Some have promised glamour and the good life. Some have embraced fantasy and others have been firmly fixed in reality. To make these appeals advertisers associate their product, verbally and visually with other images, symbols and values that are likely to attract consumers”

The American Marketing Association, Chicago define Advertisement as “ Any paid form of non-personal presentation of ideas, goods and services by an identified sponsor.”

There are extreme views and definitions on this subject. “In advertising the science and art of journalism may become readily prostituted for it is here the devil of journalism plays his most alluring tunes to catch the credulous and the unwary” says Adolph S Ochs.

But Marshal Mc Luhan is of a different opinion. The advertisements, says Luhan, are by far the best part of any magazine or news paper. Advertisements are news. What is wrong with them is that they are always good news.



FUNCTIONS OF ADVERTISEMENTS

Advertisement offers multifaceted functions. Some of them are:

Differentiate a product from competitor

Competition make advertisements a most relevant one. Similar products with same quality leave consumers to a confused environment. They are confused to select product. Advertisers utilize this state of confusion by making attractive advertisements. Every producer try to make their product differ from the competing product. By comparing and highlighting various aspects each product states it is better and suitable. Advertisements are used as the important tool in compiling a product attitude.

Urge product use

Every products are intended to sell. Make a mindscape which is ready to say yes to a product; otherwise all advertisements become a futile. Advertisers regularly influence consumers to buy and use products. Advertiser tries to create needs. They sell products and try to get you to buy product out of the newly created needs.

Communicate product information

Societies all over the world become more and more consumer societies, corresponding to the economic development of these societies. Social change from an agrarian society to a consumer society is the play ground of advertisers. Producers exploit consumer minds by exhibiting attractive sides of their products. It is through advertisement producers play the same. New productions and additions are introduced regularly. Information on such products are available through advertisements. Advertisements work as the prime informer of products.

Expand productions

Advertisements help to increase sales. Expansion of production is decided by the demand. Advertisements create demand. In other words advertisement helps to increase products. Popular advertisements popularize products. Popular products are available in markets. Producers of such products expand its production corresponding to the demand in markets.

Increase brand preferences and loyalty

Imprint brand name in consumer's mind is another aim of advertisement. The brand addicted consumer prefer same brands. They search for liked brands from markets. Critics point out people do not ask for any goods but a



particular brand. For Example in earlier days children cried for sweets. They are satisfied when parents bring any kind of sweets. But today they ask particular brands which are familiar to them through advertisements. The criticism is true. As far as advertisements are concerned it is not a worse but a virtue. To make consumer addicted to a particular brand is the ultimate aim of any advertisements.

TYPES OF ADVERTISEMENTS

Advertisements are broadly classified into two. They are **Classified** and **Display** advertisements. Classified advertisements send message through mass media to the mass audience. In this type of advertisements, media organizations fix a particular time and space to publish or broadcast messages. Short messages are transmitted. It is intended just to send a message within a few words. No possibility of art works, illustrations, photographs, colorful presentation and other ornaments. It is a flat exchange of idea. Advertisers are not forced to select space or time. The tariff and rate for such advertisements are decided on the basis of the number of words used. It does not attract the readers because they never appears in colorful packages. Real estates, exchanges, matrimonial and the like ones appear regularly as classified. Target audience of classifieds are specialized ones. Necessity of something leads them to read such advertisements. It is popular in print where as rare in broadcast media. Indian television sector, especially Malayalam channels offer classified advertisements regularly. Most probably this advertisement appears during the time of montage and signature tune just before the news broadcasts. The advertisement extends maximum 10-15 seconds.



Display advertisements are just opposite to the characteristics of classifieds. Here the advertisers hire particular time and space. They are free to decide how to utilize the borrowed time and space. The tariff and rate is fixed considering the space and time allowed. Advertiser can utilise photographs, colours, different types and fonts, attractive narration, art works, illustrations, movie pieces, animations and any other decorative elements to tackle the mind of readers and viewers. The target audience of display advertisements are the general public; every advertiser expects all readers, viewers or hearers may listen his/her advertisements. All advertisements



appear in mass media (except classified) belong to the category display advertisements. Based upon certain characteristics of advertisements, display advertisements are sub classified in various groups.

Consumer advertisements

To expand and promote consumer goods, producers of such goods make advertisements. The advertisements play on emotions, change in real human situation in to stereo type, exploit anxieties and employ techniques of direct and indirect persuasion. Consumer advertisements pretend that they do not sell soap, drink or chocolate but glamour, charm and happy life style. Thus they are extremely low on information but high on wit, rhetoric and style. These advertisements address basic consumers. It is intended to transfer information to the real consumers. Product information in attractive packages is the major characteristics of this type of advertisement.

Industrial advertisements

Industries produce new products using raw materials. Raw materials come from another industries, organizations and from various fields which need some campaigns. Advertisement of raw materials or similar products address industrialists and technicians. These advertisements or products do anything with the real consumers or the general public. They are pre-product materials. Information on these materials help industries and technicians to find out raw materials. In most cases, the presentation may be factual. Such advertisements are called industrial advertisements.

Professional advertisements

Some products can be marketized only with the help of professionals. Advertisements of such products appear in professional journals, magazines or programs published or broadcasted strictly for such professionals. These advertisements provide effects and side effects of the product. Here a professional becomes a connecting link between producers and consumers. For example, advertisements of a new medicine do not appear in general media; where as it will appear in professional publications. While the medical practitioners prescribe the medicines, she/he becomes a connecting link between the producers and the consumers.

Direct response advertisements

Certain advertisements seek direct responses from audience. To know the influence, impact and reach or coverage of advertisement the producers supply forms or offers in advertisements. Interested readers respond with the advertisement and gain offers. The ultimate aim of these advertisements are to



know the coverage and response to advertisements. Direct response help advertisers to descrete fruitful and non fruitful advertisement media.

Public service / awareness advertisement

These advertisements do not intend to buy or sell any product. The aim of such advertisements are not to make profit. To make aware of social evils or issues, provide information on particular services are chief objectives of these advertisements. Governments and Non Governmental Organizations publish or broadcast public awareness or public service advertisements as part of certain campaigns. Advertisements on peoples planning campaign, family planning, polio vaccination, national integration, pollution, care for aged and disabled etc are examples.

Corporate/Institutional advertisements

Institutional or corporate advertisement reinstates trade mark, signature and the goodwill of organizations in customers mind. These advertisements do not campaign for a particular product or service. It is not aimed to market a particular product. Corporate managements produce advertisements to popularize their name. Under such managements there may be different institutions and diversified products. By mentioning the corporate name or image, consumers realize their interested products from the corporate. Normally newer institution do not provide corporate advertisements. Popular corporates utilize this form of advertisements in special occassions like new year, festivals, anniversaries etc. On behalf of multi faceted products and institutions these advertisements just mention the name of mother organization.

Charity advertisement

Charity advertisements are intended to charity purposes. Most of them are aimed for fund raising for implementing some charity projects. They never sell any product or service. They seek some kinds of help. Helps may be in the forms of money, medicines, cloths, food or such other kinds. Charitable trusts, Governments and individuals may advertise for help to charitable operations. Various media organizations also advertise for social cause. For example media organization intervened at natural calamities affected areas in Orissa and Gujarath. They advertised for help and invited financial support to restructure certain areas affected brutally.

Legal advertisements / Tender advertisements

Legal / tender advertisements are part of legality. Tenders always publish for making contract to do some public works.



As far as public institutions are concerned it is a must to publish tender advertisements inviting quotations for various works. Literally a tender is a formal offer to supply goods or carry out works as a standard price. Legal advertisements like court notice, corriganda also appear in media as part of satisfying legal meets. Contractors, dealers and some others who are interested in public works and legal proceedings care such advertisements. These advertisements are not intended to the general public, so they never appear in attractive packages. Specialized audience keenly watch these advertisements regularly.

Government Advertisements

Union government and various state governments produce advertisements occasionally. All such advertisements from central or state government departments, ministries, autonomous bodies and public sector undertakings belong to government advertisements. It is dealt by Directorate of Advertising and Visual Publicity (DAVP) in India. DAVP is one of the largest advertising and public relations agencies in our country. This government agency has networks of regional officers, production centres, distribution centres, outdoor publicity units and field exhibition units.

DAVP's campaign wing makes all efforts to extend the media reach to remote area for motivating the people against various evils. Vigorous publicity campaigns have undertaken to foster the spirit of the country through massmedia commercials, printed materials and exhibitions.

VEHICLES OF ADVERTISEMENTS

Advertisements are carried by different media. On the basis of these vehicles, advertisements can be classified into various groups. Most important vehicle is the mass media itself.

Mass media

Mass media advertisements are the most important and influential form of advertisement. It includes news papers, magazines, radio and television. Depends upon the characteristic of these media, advertisements also become a different one. Though the focal theme and product is same, the advertisement become different in formats and presentation styles. A television commercial can not be copied to a magazine. In television, visual language is important where as in print it is the readability get prime concern. In print, space is allowed for advertisement where as in electronic media time is allowed. Illiteracy constitute a major barrier in print advertisements. But technical accessibility becomes the hindrance in the path of electronic media



advertisements. Television is more personal than any other forms. Sustainability of an advertisement is better in print and it is affordable to anywhere. Print advertisement is easier to handle.

Billboards/hoardings

Billboards /hoardings are huge boards which bare advertisements. They are large out door boards to display advertisements. These boards are displayed in towns and suburban areas. The range of billboards are unlimited. Local people are the prime listeners. Usually regional establishments, producers and traders utilize this facility. Big organizations also use them to localize their markets. Bill boards are more or less stable. In most cases advertisers hire boards for long term. Normally local artists and regional commercial producers prepare advertisements for hoardings. Sometimes they copy advertisements prepared by agencies. Thanks to the modern technology, face of billboards are changing. Flex print outs, huge flex boards in colourful packages with maximum clarity is the present face of hoardings. Local artists are outcasted from the field. Big companies prepare and print boards at large scale and install locally. They are designed attractively. Bill boards are considered to be as mass medium because the information carried by boards pass to the mass audience. Hoardings are the cheapest method of advertisements. Illiteracy and minimum reach become important barriers.

Electronic display

Moving image attracts eyes is the basic principle of optics. Electronic display boards are billboards that work electronically. They are smaller in size. Movable pictures, images and characters are major difference between a bill board and an electronic display board. It is visible even at nights.

These advertisements are not stable. They are transient characters. Like bill boards electronic displays are also a blessing for local advertisers. They appear in cities and townships where a large number of people assemble regularly.

Transit Advertisements

Temporary arrangements to advertise is called transit advertisements. They last for a short period. In other words these advertisements are transient. Organizations conduct various campaigns for a short period by using various vehicles. For example, festival offers. It lasts only for a few days. But score maximum profit out of the offer and advertisements. Advertisers consider such advertisements as important ones. Organizations start special booths and other facilities.



CHOOSING THE RIGHT VEHICLE

Selection of right medium is very important factor in advertisements. The ultimate aim of any advertisement is to tackle the mind of people. By doing so the advertisers can marketise their products or propagate their idea.

Choosing of medium is decided on the basis of the relationship with the product and the consumer. The preliminary question that addresses at the time of designing a product is: “to whom it is targeted?” The answer to this question is the founder stone of media selection.

The placement of production, color, quality, quantity, wrapper and price is decided by answering this question. In the process of media selection, the relationship between product and consumer is important. For example women magazine get advertisement of products which is usually used by womenfolk. Broadcast programs scheduled for house wives get advertisements in relation with family. That is why prime time serials are sponsored by advertisements of household equipments, washing powder, baby soaps, refrigerators, etc. At the same time newer innovations in scientific field may not appear in a general news paper. But such advertisements will appear in professional journals. Regional advertisements prefer bill boards. Media selection is determined by the advertisers with keen observation. Otherwise the whole efforts and investments for advertisements become a futile and which may affect the organization adversely.

HOW ADVERTISING WORKS

How does advertisement work? It is a fantastic experience for several walks of life. For consumers it provides information about a product new and old. For producers it helps to popularize the product and compete with similar products. For media folk it is the chief source of revenue. Some advertising people sell an emotion, not a product. Jame Webb Young describes the works of advertising in five steps.

- By making the product or service familiar to people.
- By reminding people about the product or service.
- By spreading news about the product or services to the people.
- By overcoming inertia in potential consumers.
- By adding value to a product that is not in the product.

Another rule of advertising is advertise to make people ready, willing and able to buy. Use the media that reach them make advertisements that win their business. Advertisement is used to create goodwill for a company or





organization as well as to sell goods and services. It brings producers, sellers and buyers together. The activities include:

Research: Observation, interviews, focus groups to help the advertiser in understanding consumer behavior.

Positioning: Selection of audience and a theme or concept. It reveals favorable conditions and acceptance of the product other than competing ones..

Media selection: Select media among various formats like Print, Radio, Television or Bill boards that the target audience watches, listens and reads.

Composition: Composing is a process by a team of creative people. It includes director, copy writer, photographer, artist etc.

Power and intensity of words are really identified by copy writers who work in advertisement field. They use sharp and apt words. It touches emotional sense of human mind. The Psychology Department at Yale University enlist ten words as the most personal and persuasive in advertisements. They are the key holes to attractive advertisements. A close watch or postmortem analysis will reveal these terms are associated with most advertisements. Here is the list.

New : Human beings continuously care novelty.

Save: Every body wanted to save something whether it to be time, energy or money.

Safely: It indicates long lasting product quality and personal well being.



Proven: Documentation works.

Love : Everybody wants the inner satisfaction that the word connotes.

Guarantee: Today's consumers often demand a guarantee of some kind.

Discover: Stimulates feeling of adventure and excitement.

Results: Utilize results is every consumer's desire.

You: This is possibly the most persuasive word of all in advertisement copy.

Health: The health consciousness can be applied to a wide variety of products.

STRUCTURE OF AN ADVERTISEMENT

Advertisements have its own fixed structure, just like hard stories in print have inverted pyramidal structure. The structure makes an advertisement attractive and neat. Various elements of the structure is discussed under the following sub heads.

Visualization

Visualization is the main feature of any advertisements. Advertisements always communicate through images. Internal and external visuals are interacted in advertisements. Word pictures and artworks along with colorful balancing help to make advertisements a better visual. Visual imagery play a key role in the success of any forms of advertisements.

Words

Words are important. They are capable to give necessary information on products and services in an attractive way. The words used in advertisements act as internal visualizers. Advertisement words can be classified into two - *headlines* and *body copy*.

Headlines constitute the essence of advertisements. It arrests the reader's / viewer's attention. Charming words used in an advertisement headline rapidly attract. First impression is best impression. It marks the headline. Poetic language and presentation of head lines communicate with the emotions of the reader. They are not congested with more information and much words. It acts as a key hole to the advertisement.

Body copy narrates all other information. It is a detailed presentation; but not elaborative. Body is intended to inform. It should be in a touching manner. The body copy is also prepared in attractive packages. Information wrapped by fantastic language will help an advertisement to be influential still the ultimate aim of advertisement is to sell or propagate; not to inform or entertainment. Every copy writers bear it in mind when they are at work.





Artwork

Art work elucidates the external visualization. At first the viewer's eyes stick on to art works. It may be photographs, illustrations, cartoons, caricatures or paintings. Multi color or two color works help to attract easily. Artists design and suggest innovative idea on presentation of visuals. Computer can show miracles in advertisements today. Simplicity and utilization of white space is the current trend in advertisement design.

Presentation

Every advertisements are a combination of words and visuals. They are designed and created by different minds. To combine different works and minds harmoniously is a challenge before advertisement producers. Headline, body copy, art works, signature or trade mark or logo should be arranged without losing the rhythm of advertisements. Balancing is important in advertisements. Presentation style decides the existence and popularity of an advertisement.

ADVERTISING AGENCY

Advertising agency is a team of practitioners in planning, producing and placing advertisements. The American Association of Advertisement Agencies defines advertisement agency as "an independent business organization, composed of creative and business people, who develop, prepare and place advertising media for sellers for their goods and services".

Space brokers are the ancestors of advertisement agencies. They hired space and marketed it to product manufacturers. Acted as a link between media people and manufacturers. The role of advertisement agency is similar but with a difference. Now a days advertisement agencies act as service providers to advertisers.



Volney B Palmer started first advertisement agency as space broker in 1841 at Philadelphia. He was a space agent, selling media space to advertiser on commission basis. The first advertisement agency with creative productions in advertisement is Lord and Thomas of USA. The agency hired copy writers and produced different advertisements. In India Hindustan Thomson associates Ltd is the oldest and biggest advertisement agency. The other giants in the Indian advertisement field are Lintas, Clarion and O& M.

A modern advertisement agency has multifaceted activities. It is run by operating different departments. The major sections are:

Accounts

Account means a client in advertisement terminology. This department is headed by Accounts Executive. If the executive is a member of the director board of the company, the post is designated as Accounts Director. Mediation with the clients is the main job of accounts section. Acts as a link between the clients and advertisement agency personnel. Client communicates their need to the accounts executive.

Creative

This section deals the creation of an advertisement. Creative director co-ordinates the wing. Major components of this section are copy writing and visualization. Copy writers deal the thematic operations of an advertisement. They prepare headline, subheads, slogans, body text and the closing idea. Flier of languages and exploding imagination are considered to be the virtues of copy writers.

On visualization part, visualizes design the advertisement they arrange headline subhead body copy illustration logo slogans and all other matters in an artistic way. Depends on the layout the advertisement is impressed on the first glands. Visualizes prepare a thump nail on paper which points out various alternatives of an advertisements. After discussions with copy writers and creative coordinator they make actual size advertisements. This is called roughs or visuals. If approved, visualizes prepare comprehensives. Here body copy is pasted and the design becomes more comprehensive. Then prepares final artwork with the help of production team.

Production

Copy writers and visualizes jointly made the skeleton of advertisement. It is the production team includes people to do typography, photography, lettering, stereos etc. if the advertisements are for broadcasting media, production team is constituted accordingly. Production manager organizes and co-ordinates the teams activities. Most small and medium agencies depend outsources for production.



Media plan

After a finished product is ready, it should be appeared in media. Selection of right vehicle is an important task. Modern advertisement agency provides media planning service also. On the basis of market research, product research, consumer research, price and distribution research, sales and package research and motivational research, advertisement agency help the clients to decide the media, the frequency, size and position of the advertisements. Media planner is in charge of the planning section.

Though big agencies have these departments, these are not water tight compartments. There are a lot of agencies run by an individual who look after all these sides. Each and every section offer job opportunities for professionals in advertisement sector.

STAGES OF ADVERTISEMENT

Developments of advertisements are identified three stages. They are pioneering stage, competitions stage and retentive stage.

Pioneering stage

The initial stage of advertisements is called pioneering stage. A new product is introduced through this stage. An over all idea about the product is presented. It always argues that the new product is a different one which will provide additional values. It encourages to discard old products and experience the new one. It proclaims that the existing products are outraged by the introduction of the new product. Pioneering stage of advertisements decide the future of the product.

Competitive Stage

In a competitive world people are confused. For what the product stands for is not confusing thing but the confusing miracle is yet another question: how products should be selected. Similar products, qualities and tastes are in competition. Selection of a product is based on interest of consumers. To satisfy consumer's interest is not an easy job. Advertisements in competitions stage face such a challenge. They influence the selection of people with a multifaceted characters.

Retentive stage

It is the stage where a product is at its peak point. Product is popular now. In this stage an introduction or description to the product is unnecessary. People decided which one should be selected among similar products. Keep the achieved gains sustainable is intended in retentive stage. Advertisements continue as reminders. Just by mentioning the brand name, trade mark, logo or signature itself, the products and product quality are identified and acknowledged. In most retentive advertisements only suggest the brand name.



media ethics



A fine morning will be ruined by irritating media content. It should be in the form of a photograph or a jumbo heading in color fonts. The media content raise certain ethical questions. To prevent the ethical concerns media people decided to cover disasters and related stories in black and white. Also suggested to avoid heart breaking pictures in front page of a newspaper. In the midst of extreme competition to seek advertisements and to increase circulation media managers took a safer position by compromising ethical concerns.

The concept of ethics is not a new concept. The term ethics comes from the Greek word ethos means "custom" or "character". To the Greeks, ethics was one of the fundamental branches of philosophy. The aim of ethical concerns were to avoid statements that began "I just think..." or "It seems to me..." and instead move toward statements such as "I conclude that..." or "The weight of the evidence indicates...."

Morality is the closest word related to ethics. The word moral comes from the Latin word mos(plural mores) means "custom or way of life". While analyzing the basic roots, let us conclude that these terms are synonyms. Moral is usually used to refer to the conduct itself. Ethics suggest the study of moral or conduct.

People use law and ethics as synonyms. But there is a clear difference between these two terms. The study of law is focused on what is allowed in a society. At the same time the study of ethics focuses on what is possible. It is a usual practice to compel ethically to be lawful. Philosophically, one

cannot be compelled by law to be ethical.

The Indian tradition of ethics goes back to Vedas. Moral pronouncements like *satyamvada* (speak truth), *Satyatnapramaditavyam* (there will not be no inadvertence about truth) could be seen in *Taittiriya Upanishad*. Related *vachanas* are in *Mundaka Upanishad*. *Satyamev Jayate* (truth alone wins). The statement is carved in the national emblem of India.

The ethical journalist needs a more well-defined set of Principles than a simple motto. There are different kinds of moral or ethical principles. Some key matters that directly associate with the media world are:

Objectivity

An objective journalist is detached, neutral, impartial, and unbiased. The concept of neutral reporting bloomed in the 1850s. It was more a matter of money than morality. The notion of objective journalism came into common use only in the 1920s. The term objectivity came into being just after World War I. The ethical notion appeared as a remedy for the problems that covered the existing journalism scene. The journalism context is muddled with varieties of issues. Really it was "decades of scurrilous yellow journalism, fierce competition with other forms of mass communication, growing faith in science and diminishing trust in the rationality of human beings, and increasing expressions of diverse and dissenting opinions to those held by the public".

Balance

Journalism ethics define fairness as the manner in which journalists interact with people, and balance as the manner in which journalists gather and present information. Fairness is a matter of journalists who treat sources, colleagues, and audiences with dignity and respect. Balance treat multiple points of view in reporting.

Conflicts of interest

To maintain professional independence by minimizing conflicts of interest is the biggest challenge before working journalists. According to H. Eugene Goodwin defined it, "a situation in which you find one of your jobs, interests, activities, or duties can be advanced only at the expense of another of your jobs, interests, activities, or duties." The examples of conflicts is sited in journalists who take 'bribes and give preferential coverage to businesses they invest in, or journalists who use their news reports to benefit their friends in public office' and in human needs like security, comfort, friendship, love.

Privacy

Privacy rights of individuals are important in social life. This right is threatened often in making stories. While covering crime stories the range of deprived



consideration of privacy rights touch its height. Journalism ethicists distinguish public's right to know and the public's need to know. Right to know is related to law whereas the need to know is an issue of ethics.

Sensitivity

Most often sensitivity is connected with the 'disturbing' information. Photographs of fatal road accidents, pictures of violent attacks and similar coverage of violence, destruction, despair, and suffering are examples of such sensitive disturbing media content. Journalism ethicists suggest to imagine that "if I were in their shoes" in reporting such sensitive situations.

Verification

Truth and trust is the basement of ethical journalism. The value of verification is being underlined by most celebrated journalists. On the walls of his newsroom, Joseph Pulitzer, the legendary American newspaper publisher wrote: "Accuracy, Accuracy, Accuracy". The famous words declare the essence; you must verify the information before you publish it. John Bremner reminds journalists "If your Mom says she loves you, check it out."

Correction

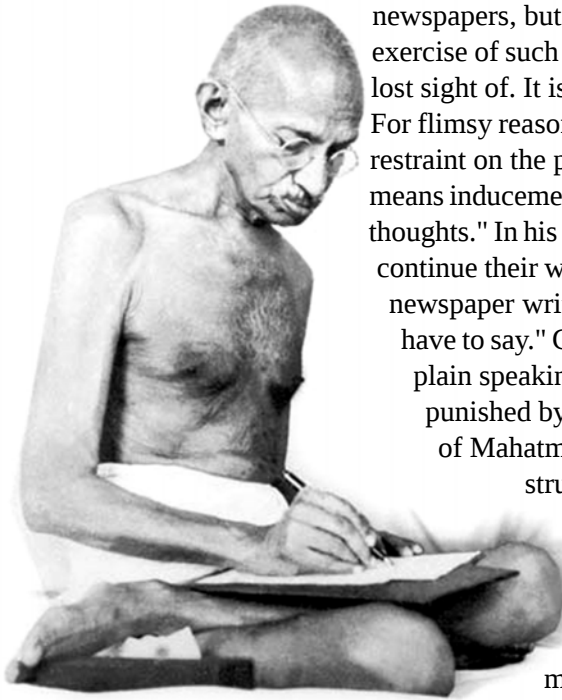
After committing mistakes, do not try to leave it silly. Correction is the right way to avoid repeating the mistakes. It is the essential part to assure right information. Factual errors are not only damaging to the truth, but they also are damaging to the reputation of journalists and it affects the believability of the media. Media reporting is a pure human activity. There will be a scope for all journalists including the most careful and experienced one to get the facts wrong, misquote a source, or misunderstand an opinion. Such errors could be as simple as misspelling the name of a city street or as serious as accusing the wrong person of a serious crime.

Mahatma Gandhi on Media Ethics

"Let noble thoughts come to us from every sides" is the ancient thought of India recorded in Rigveda. A modern version of this ancient thought is redefined by Gandhiji. He wrote in the Young India on June 01, 1921: "I don't want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any." The statement underlines the concept of media ethics that should be followed by Indian journalists.

Press freedom became a major point of discussion in British India with the introduction of Press Act of 1910. In a meeting organized by Indian Press Association on June 24, 1916 Gandhiji clearly





stated that the rulers cannot restrain press freedom. "I am not disputing the fact that some restraint is necessary to be exercised on newspapers, but there is this to be remembered that in the exercise of such a restraint, discretion and limit should not be lost sight of. It is only with unwarranted restraint that I quarrel. For flimsy reasons, Government officials ought not to exercise restraint on the people's right to express their views. Restraint means inducement to indulge in fallacious or misleading thoughts." In his speech Gandhiji called Indian journalists to continue their work freely with a national feel. "To my newspaper writer brethren I say, say openly whatever you have to say." Gandhiji reminded the journalists "For such plain speaking and honest pleading of our cause, we were punished by the Government. Let them do so." The words of Mahatma Gandhi underline the fact that the freedom struggle and freedom for expression is closely knitted entities.

Always Gandhiji felt proud to be a journalist. In his speech at Varanasi on January 08, 1925, he said "I am a journalist myself- an old and seasoned at that, I have been doing that work since 1904 and I believe I know it well enough because when I am full of a subject it is my nature to write as little as I can on it. I say politician and writers: Pull up your pen and give the reins to the light within. Be miserly in the use of words, but let there be no enough in self-development. Do not indulge in flattery or loose your temper." Gandhiji's words connote the philosophy of editing and keeping ethical restrictions in journalistic activities.

NEWSPAPER OMBUDSMAN

Readers constitute the strength and weakness of a media organization. The term readers may be shifted to listeners and viewers while we talk about radio and television. Basically the audience is the major components of media discourses. All media managers may boast that we stand and work for our audience. Most clever media giants argue that we give what our consumers need. This advocacy is raised in almost all discussions regarding the ethical concerns. Who does decide the taste of the reader?

On ethical concern and consumer complaints a proper management system is needed. The system should deal feedbacks from public. The concept of a reader's editor or newspaper ombudsman originated on this background.





An Ombudsman is some one who deals complaints from the public and finds proper solutions to them. It was in Sweden the first ombudsman was appointed in 1809. The appointment intended to handle citizen's complaints regarding the government.

Etimologically, the term ombudsman originates from Scandinavian language. It means representative. Pronounced as "om-BUDS-man".

News paper Ombudsman

News papers appoint ombudsman to deal reader's/listener's/viewer's feedbacks. As all mass media consumers know, mass communication offers least possibility to feedbacks. Comparing to any other types of communication, feedback mechanism in mass communication is minimized. So any feedback from the consumers is very important as far as media are concerned. The newspaper ombudsman receives complaints, investigate on the issues regarding the fairness, ethical concerns and balance in reporting. The ombudsman in newspaper organization is also known as **Reader's Editor, Reader's Representative, Reader's Advocate, and Public Editor.**

News paper ombudsman is not an age old concept. Japan is the fore runners in appoint a newspaper ombudsman. Asahi Shimbun, Tokyo newspaper established a committee in 1922 to deal reader's redresses. Another widely circulated newspaper in Tokyo, The Yomiuri Shimbun organized a staff committee in 1938. Later it transformed to ombudsman activities. The first news paper ombudsman appointed in US in June 1967 in Louisville, Kentucky to make consensus over reader's complaints of The Courier Journal and The Louisville Times. The Canada came in to the appointment by 1972 in The Toronto Star.



In India, at administrative level, the term ombudsman is known as Lokpal or lokayukta. Times of India is the pioneering news paper organization which appointed a newspaper ombudsman in India. But the appointment did not express satisfactory results. The Hindu appointed its Reader's Editor in 2006 by the influencing acts of Ian Mayes of the guardian's reader's editor.

Organization of Newspaper Ombudsmen

Organization of Newspaper Ombudsmen formed in 1980. "ONO is a nonprofit corporation with an international membership of active and associate members. It maintains contact with news ombudsmen worldwide, and organizes annual conferences, held in a member's city, for discussion of news practices and a wide range of issues connected with ombudsman work."

Purposes of ONO

- To help the journalism profession achieve and maintain high ethical standards in news reporting, thereby enhancing its own credibility among the people it serves.
- To establish and refine standards for the job of news ombudsman or reader representative.
- To help in the wider establishment of the position of news ombudsman on newspapers and elsewhere in the media.
- To provide a forum for exchanging experiences, information and ideas among its members.
- To develop contacts with publishers, editors, press councils and other professional organizations provide speakers for special interest groups and respond to media inquiries.

CODES OF CONDUCT

International Federation of Journalists Declaration of Principles on the Conduct of Journalists

This international declaration is proclaimed as a standard of professional conduct for journalists engaged in gathering, transmitting, disseminating and commenting on news and information in describing events. The declaration was adopted in 1954, last amended by the 1986 World Congress of the IFJ.

1. Respect for truth and for the right of the public to truth is the first duty of the journalist.
2. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right to fair comment and criticism.



3. The journalist shall report only in accordance with facts of which he/she knows the origin. The journalist shall not suppress essential information or falsify documents.
4. The journalist shall only use fair methods to obtain news, photographs and documents.
5. The journalist shall do the utmost to rectify any published information which is found to be harmfully inaccurate.
6. The journalist shall observe professional secrecy regarding the source of information obtained in confidence.
7. The journalist shall be alert to the danger of discrimination being furthered by media, and shall do the utmost to avoid facilitating such discriminations based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national and social origins.
8. The journalist shall regard as grave professional offences the following: plagiarism; malicious misinterpretation; calumny; libel; slander; unfounded accusations; acceptance of a bribe in any form in consideration of either publication or suppression.
9. Journalists worthy of the name shall deem it their duty to observe faithfully the principles stated above. Within the general law of each country the journalist shall recognise in matters of professional matters the jurisdiction of colleagues only, to the exclusion of any kind of interference by governments or others. (www.ifj.org)

National Union of Journalists Code of Conduct

The code of conduct of national Union of Journalists was adopted in 1936, last amended in 2004 and reviewed in 2007.

1. A journalist has a duty to maintain the highest professional and ethical standards.
2. A journalist shall at all times defend the principle of the freedom of the press and other media in relation to the collection of information and the expression of comment and criticism. He/she shall strive to eliminate distortion, news suppression and censorship.
3. A journalist shall strive to ensure that the information he/she disseminates is fair and accurate, avoid the expression of comment and conjecture as established fact and falsification by distortion, selection or misrepresentation.



4. A journalist shall rectify promptly any harmful inaccuracies, ensure that correction and apologies receive due prominence and afford the right off reply to persons criticized when the issue is of sufficient importance.
5. A journalist shall obtain information, photographs and illustrations only by straight forward means. The use of other means can be justified only by overriding considerations of the public interest. The journalist is entitled to exercise a personal conscientious objection to the use of such means.
6. A journalist shall do nothing which entails intrusion into anybody's private life, grief or distress, subject to justification by overriding considerations of the public interest.
7. A journalist shall protect confidential sources of information.
8. A journalist shall not accept bribes nor shall he/she allow other inducements to influence the performance of his/her professional duties.
9. A journalist shall not lend himself/herself to the distortion or suppression of the truth because of advertising or other considerations.
10. A journalist shall mention a person's age, sex, race, colour, creed, illegitimacy, disability, marital status, or sexual orientation only if this information is strictly relevant. A journalist shall neither originate nor process material which encourages discrimination, ridicule, prejudice or hatred on any of the above mentioned grounds.
11. A journalist shall not interview or photograph children in connection with stories concerning their welfare without the permission of a parent or other adult responsible for their welfare.
12. No journalist shall knowingly cause or allow the publication or broadcast of a photograph that has been manipulated unless that photograph is clearly labeled as such. Manipulation does not include normal dodging, burning, colour balancing, spotting, contrast adjustment, cropping and obvious masking for legal or safety reasons.
13. A journalist shall not take private advantage of information gained in the course of his/her duties before the information is public knowledge.
14. A journalist shall not by way of statement, voice or appearance endorse by advertisement any commercial product or service save for the promotion of his/her own work or of the medium by which he/she is employed.



The above Code of Conduct uses the concept of 'the public interest' as a yardstick to justify publication of sensitive material. This is the definition of the public interest drawn up by the NUJ Ethics Council. The public interest includes:

- a) Detecting or exposing crime or a serious misdemeanor;
- b) Protecting public health and safety.
- c) Preventing the public from being misled by some statement or action of an individual or organisation;
- d) Exposing misuse of public funds or other forms of corruption by public bodies;
- e) Revealing potential conflicts of interest by those in positions of power and influence;
- f) Exposing corporate greed;
- g) Exposing hypocritical behaviour by those holding high office.

Public interest is closely associated with freedom of speech and expression. According to this code, the public interest vested in the freedom of expression itself. In cases involving children, journalists must demonstrate an exceptional public interest to over-ride the normally paramount interests of the child.

(www.nuj.org.uk)

Press Complaints Commission Code of Practice

The Press Complaints Commission is charged with enforcing the following code of practice which was framed by the newspaper and periodical industry and was last amended by the PCC in August 2006.

1. The code

All members of the press have a duty to maintain the highest professional standards. This Code sets the benchmark for those ethical standards, protecting both the rights of the individual and the public's right to know. It is the cornerstone of the system of self-regulation to which the industry has made a binding commitment.

It is essential that an agreed code be honoured not only to the letter but in the full spirit. It should not be interpreted so narrowly as to compromise its commitment to respect the rights of the individual, nor so broadly that it constitutes an unnecessary interference with freedom of expression or prevents publication in the public interest.

It is the responsibility of editors and publishers to implement the



Code and they should take care to ensure it is observed rigorously by all editorial staff and external contributors, including non-journalists, in printed and online versions of publications.

Editors should co-operate swiftly with the PCC in the resolution of complaints. Any publication judged to have breached the Code must print the adjudication in full and with due prominence, including headline reference to the PCC.

Accuracy

- i) The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.
- ii) A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and - where appropriate - an apology published.
- iii) The Press, whilst free to be partisan, must distinguish clearly between comment, conjecture and fact.
- iv) A publication must report fairly and accurately the outcome of an action for defamation to which it has been a party, unless an agreed settlement states otherwise, or an agreed statement is published.

2. Opportunity to reply

A fair opportunity for reply to inaccuracies must be given when reasonably called for.

3. Privacy

- i) Everyone is entitled to respect for his or her private and family life, home, health and correspondence, including digital communications. Editors will be expected to justify intrusions into any individual's private life without consent.
- ii) It is unacceptable to photograph individuals in private places without their consent. Note - Private places are public or private property where there is a reasonable expectation of privacy.

4. Harassment

- i) Journalists must not engage in intimidation, harassment or persistent pursuit.
- ii) They must not persist in questioning, telephoning, pursuing or photographing individuals once asked to desist; nor remain on their property when asked to leave and must not follow them.
- iii) Editors must ensure these principles are observed by those working for them and take care not to use non-compliant material from other sources.



5. Children

- i) Young people should be free to complete their time at school without unnecessary intrusion.
- ii) A child under 16 must not be interviewed or photographed on issues involving their own or another child's welfare unless a custodial parent or similarly responsible adult consents.
- iii) Pupils must not be approached or photographed at school without the permission of the school authorities.
- iv) Minors must not be paid for material involving children's welfare, nor parents or guardians for material about their children or wards, unless it is clearly in the child's interest.
- v) Editors must not use the fame, notoriety or position of a parent or guardian as sole justification for publishing details of a child's private life.

7. Children in sex cases

- 1. The press must not, even if legally free to do so, identify children under 16 who are victims or witnesses in cases involving sex offences.
- 2. In any press report of a case involving a sexual offence against a child
 - i) The child must not be identified.
 - ii) The adult may be identified.
 - iii) The word "incest" must not be used where a child victim might be identified.
 - iv) Care must be taken that nothing in the report implies the relationship between the accused and the child.

8. Reporting of crime

- i) Relatives or friends of persons convicted or accused of crime should not generally be identified without their consent, unless they are genuinely relevant to the story.
- ii) Particular regard should be paid to the potentially vulnerable position of children who witness, or are victims of, crime. This should not restrict the right to report legal proceedings.

10. Victims of sexual assault

The press must not identify victims of sexual assault or publish material likely to contribute to such identification unless there is adequate justification and they are legally free to do so.



12. Financial journalism

- i) Even where the law does not prohibit it, journalists must not use for their own profit financial information they receive in advance of its general publication, nor should they pass such information to others.
- ii) They must not write about shares or securities in whose performance they know that they or their close families have a significant financial interest without disclosing the interest to the editor or financial editor.
- iii) They must not buy or sell, either directly or through nominees or agents, shares or securities about which they have written recently or about which they intend to write in the near future.

14. Confidential sources

Journalists have a moral obligation to protect confidential sources of information.

15. Witness payments in criminal trials

- i) No payment or offer of payment to a witness - or any person who may reasonably be expected to be called as a witness - should be made in any case once proceedings are active as defined by the Contempt of Court Act 1981. This prohibition lasts until the suspect has been freed unconditionally by police without charge or bail or the proceedings are otherwise discontinued; or have entered a guilty plea to the court; or, in the event of a not guilty plea, the court has announced its verdict.
- ii) Where proceedings are not yet active but are likely and foreseeable, editors must not make or offer payment to any person who may reasonably be expected to be called as a witness, unless the information concerned ought demonstrably to be published in the public interest and there is an overriding need to make or promise payment for this to be done; and all reasonable steps have been taken to ensure no financial dealings influence the evidence those witnesses give. In no circumstances should such payment be conditional on the outcome of a trial.
- iii) Any payment or offer of payment made to a person later cited to give evidence in proceedings must be disclosed to the prosecution and defense. The witness must be advised of this requirement.

16. Payment to criminals

- i) Payment or offers of payment for stories, pictures or information, which seek to exploit a particular crime or to glorify or glamorize crime in general, must not be made directly or via agents to convicted or



confessed criminals or to their associates - who may include family, friends and colleagues.

- ii) Editors invoking the public interest to justify payment or offers would need to demonstrate that there was good reason to believe the public interest would be served. If, despite payment, no public interest emerged, then the material should not be published.
(www.pcc.org.uk)

INDIA DEPORTS US RADIO JOURNALIST

India deported David Barsamian, an US radio journalist and founder of Alternative Radio. He was was deported on arrival from Indira Gandhi International Airport, New Delhi in the early hours of Sept 23, 2011. He arrived in Delhi sometime after midnight, and his being "put back" on a flight at 3am. Why did the airport authority took such a quick decision? Is he a criminal? Or did he do any harm to the nation? Such questions are raised in the minds of the people who were happened to know the happenings.

According to news agencies, "he was found to have allegedly violated visa norms during his previous visit to the country". Sources said Barsamian had reported on events in Jammu and Kashmir during his last visit to India and these reports were found to be "not based on facts". They alleged that he violated his Visa norms during his visit in 2009-10 by indulging in professional work while holding a tourist visa. He was thereafter put on a watchlist by the immigration authorities in order to prevent his entry when he visits the country again. Sources said Barsamian during his visit to Kashmir Valley had interactions with separatist leaders and also reported on the situation in the Kashmir valley. Barsamian is reported to have travelled extensively in connection with his work(PTI 07:09 PM, Sep 23, 2011).

David has been visiting India almost every year since the early 1970s. He did a series of interviews with locals and activists in Kasmir. In an exclusive interview to Greater Kashmir Barsamian said the consciousness of Kashmiris had shifted after 2008. "I observe that people especially the youth of Kashmir are more confident and politically conscious as compared to my past visits in 1996 and 2007. They are now using the non-violent means to press for their political demands. It's the most effective form to fight for your rights,"

He said the gains in 2010 should be sustained by concerted efforts in the future. "There has to be historical understanding, sustained process, dedication and organization among people who are at work,"

Barsamian said. "There have been instances where struggles have been defused by weakening the different sections of the



society. Like the infighting among the groups. This ultimately benefits the power".

David Barsamian launched staunch criticisms against Indian media who hides the Kashmiri realities in Human Right violations by different agencies. Deportation Barsamian is not an alienated incident in India. We have long years' history in deportation begins from the first newspaper itself. The pre-independent Indian rulers tortured and deported several journalists to protect the East India Company's interests. But the post-independent India also proved we are not far away from the previous rulers. Less than a year ago, American academic Richard Shapiard upon arrival from the Indira Gandhi International airport. His crime, presumably, was an article on two on the human rights situation in Kashmir. Earlier this month, the journalist David Devadas was assaulted by the Jammu and Kashmir police.

It is true that for India, Jammu&Kashmir issues are too hot. It is a prestigious part of our nation. Nobody will support if anybody raise voice against Indian interest in the issue. At the sametime, the humanright issues should be noted and remedials are needed. To protect them, deportation of journalists are not the real way.

Selected Extracts from the BBC Editorial Guidelines

The latest edition of the BBC editorial guidelines were published in June 2005 and apply across all BBC content on radio, television, new media and magazines.

Accuracy

... For the BBC accuracy is more important than speed and it is often more than a question of getting the facts right. All the relevant facts and information should be weighed to get at the truth. If an issue is controversial, relevant opinions as well as facts may need to be considered.

We aim to achieve it by:

- the accurate gathering of material using first hand sources wherever possible.
- checking and cross checking the facts.
- validating the authenticity of documentary evidence and digital material.
- corroborating claims and allegations made by contributors wherever possible.



Gathering material

We should try to witness events and gather information first hand. Where this is not possible, we should talk to first hand sources and, where necessary, corroborate their evidence.

We should be reluctant to rely on a single source. If we do rely on a single source, a named on the record source is always preferable.

Note-taking

We must take accurate, reliable and contemporaneous notes of all significant research conversations and other relevant information.

We must keep records of research including written and electronic correspondence, background notes and documents. It should be kept in a way that allows double checking, particularly at the scripting stage, and if necessary by another member of the team.

We must keep accurate notes of conversations with sources and contributors about anonymity. A recording is preferable where possible.

When we broadcast serious allegations made by an anonymous source, full notes of interviews, conversations and information which provide the basis for the story must be kept.

When anonymity is essential no document, computer file, or other record should identify a source. This includes notebooks and administrative paperwork as well as video and audio tapes.

Fact checking

We must check and verify information, facts and documents, particularly those researched on the internet. This may include confirming with an individual or organisation that they posted material and that it is accurate.

Even the most convincing material on the web may not be what it seems.

Digital manipulation

The ability to digitally create, manipulate and copy audio-visual material, including still photographs, video and documents, poses ethical dilemmas and creates the potential for hoaxing.

We should ensure that any digital manipulation ... does not distort the meaning of events, alter the impact of genuine material or otherwise seriously mislead our audiences.

Identifying sources

We should normally identify on air and online sources of information and significant contributors, as well as providing their credentials, so that our audiences can judge their status.



Anonymous sources

Sometimes information the public needs to know is only available through anonymous sources or contributors, generally on an "off the record" basis.

Protecting sources is a key principle of journalism for which some journalists have gone to jail. We must take care when we promise anonymity that we are in a position to honour it, including the need to resist a court order.

When a source asks for anonymity as a condition of giving information, or a contributor demands anonymity when taking part, we must agree with them precisely the way they are to be described. However, with an anonymous source, especially a source making serious allegations, we must give the audience as much information about them as is compatible with protecting their identity, and in a way that does not mislead the audience about their status.

Reporting allegations

We should not normally use live unscripted two-ways to report allegations.

It must be the editor's decision as to whether they are an appropriate way to break a story. When BBC colleagues follow up a story they must ensure they understand the terms in which the allegations are to be reported and do so accurately.

Any proposal to rely on a single unnamed source making a serious allegation or to grant anonymity to a significant contributor must be referred to a senior editorial level, or for Independents to the commissioning editor. In the most serious cases it may also be necessary to refer to Controller.

Editorial Policy and Programme Legal Advice. We will need to consider:

- whether the story is of significant public interest.
- whether the source is of proven credibility and reliability and in a position to have sufficient knowledge of the events featured.
- safety concerns eg whistleblowers.
- whether a response to serious allegations has been sought from the people or organisations concerned.
- sensitive and personal issues such as whether the serious allegation was made or substantiated "off the record".

We should script carefully the reporting of allegations made by an anonymous source to explain:

- the nature of the allegation.
- that the allegation is being made by an anonymous source and not the BBC.
- whether the allegation has been independently corroborated.



Reporting statistics and risks

We should report statistics and risks in context, taking care not to worry the audience unduly, especially about health or crime. It may also be appropriate to report the margin of error and the source of figures to enable people to judge their significance. This may involve giving trends, taking care to avoid giving figures more weight than can stand scrutiny. If reporting a change, consideration should be given to making the baseline figure clear. For example, a doubling of a problem affecting one in two million people will still only affect one in a million.

We should consider the emotional impact pictures and personal testimony can have on perceptions of risk when not supported by the balance of argument. If a contributor's view is contrary to majority scientific or professional opinion, the demands of accuracy may require us to make this clear.

Correcting mistakes

We should normally acknowledge serious factual errors and correct mistakes quickly and clearly. Inaccuracy may lead to a complaint of unfairness. An effective way of correcting a mistake is saying what was wrong as well as putting it right ...

Privacy

The BBC must not infringe privacy without good reason wherever in the world it is operating. It is essential in order to exercise our rights of freedom of expression and information that we work within a framework which respects an individual's privacy and treats them fairly, while investigating and establishing matters which it is in the public interest to reveal. Private behaviour, correspondence and conversation should not be brought into the public domain unless there is a clear public interest ...

Privacy editorial principles

The BBC seeks to:

- balance the public interest in freedom of expression with the legitimate expectation of privacy by individuals.
- balance the public interest in the full and accurate reporting of stories involving human suffering and distress with an individual's privacy and respect for their human dignity.
- justify intrusions into an individual's private life without consent by demonstrating a clear public interest.
- normally only report the private legal behaviour of public figures where broader public issues are raised either by the behaviour itself or by the consequences of its becoming widely known. The fact of publication by other media may not justify the BBC reporting it.



Public interest

There is no single definition of public interest, it includes but is not confined to:

- exposing or detecting crime.
- exposing significantly anti-social behaviour.
- exposing corruption or injustice.
- disclosing significant incompetence or negligence.
- protecting people's health and safety.
- preventing people from being misled by some statement or action of an individual or organisation.
- disclosing information that allows people to make a significantly more informed decision about matters of public importance. There is also a public interest in freedom of expression itself. When considering what is in the public interest we also need to take account of information already in the public domain or about to become available to the public.

Public and semi-public places

An individual's right to privacy is qualified by location.

We should therefore not normally reveal information which discloses the precise location of a person's home or family without their consent, unless it is editorially justified.

People in public places or in semi-public places such as airports, railway stations and shopping malls cannot expect the same degree of privacy as in their own homes. However, there may be circumstances where people can reasonably expect privacy even in a public place, for example, there is a greater expectation of privacy when someone is receiving medical treatment in a public or semi-public place.

Behaviour

An individual's right to privacy is also qualified by their behaviour. People are less entitled to privacy where their behaviour is criminal or seriously anti-social.

Secret recording

Secret recording must be justified by a clear public interest. It is a valuable tool for the BBC because it enables the capture of evidence or behaviour that our audiences would otherwise not see or hear. However, secret recording should normally be a method of last resort - misuse or overuse could discredit or devalue its impact.



The BBC will normally only use secret recording for the following purposes:

- as an investigative tool to expose issues of public interest where:
- there is clear existing documentary or other evidence of such behaviour or of an intention to commit an offence.
- it can be shown that an open approach would be unlikely to succeed.
- the recording is necessary for evidential purposes.
- to obtain material outside the UK where a country's laws make the normal and responsible gathering of material extraordinarily difficult or impossible.

Secret recording is defined as:

- the use of hidden cameras and microphones.
- the deliberate use of audio-video equipment including long lenses, small video cameras, mobile phone cameras or radio microphones, either to conceal the equipment from targeted individuals or to give the impression of recording for purposes other than broadcasting, for example, a holiday video.
- the general use of audio-video equipment including long lenses, small video cameras, mobile phone cameras, webcams and radio microphones when people are unaware they are being recorded.
- recording phone calls for broadcast without asking permission.
- deliberately continuing a recording when the other party thinks that it has come to an end.
- The BBC requires a higher public interest test for secretly recording in a private place where the public do not have access.
- The BBC requires a higher public interest test for secretly recording medical treatments.
- The BBC requires a higher public interest test for secretly recording identifiable people in grief or under extremes of stress both in public and semi-public places.
- We must not go on "fishing expeditions" - that is secretly recording on private property in search of crime or anti-social behaviour by identifiable individuals or a group when there is no clear or current evidence against them of that behaviour.



Electronic note-taking

We can record our conversations in both audio and video, for example, by using small cameras or telephones, for note-taking purposes without obtaining consent. Electronic note-taking can ensure accuracy in our reporting, or enable us to gather evidence to defend the BBC against possible legal action or complaints. The intention of such recordings must be for note-taking and research, not for broadcast.

We do not normally broadcast any recordings originally made for note-taking purposes ... Retrospective permission to broadcast material gathered in this way will only be granted in exceptional circumstances.

Door-stepping

Door-stepping is when we confront and record, or attempt to record, an interview with someone for broadcast, or announce that a phone call is being recorded for broadcast, when that person is not expecting to be interviewed because we have not made an arrangement with them to do so.

Door-stepping can be in person or on the phone. It can take place on public or private property. It can be for news and factual programmes as well as comedy and entertainment.

The BBC has rules about door-stepping that all content producers must follow. This is because door-stepping should normally be a last resort. However, the rules are not intended to prevent the legitimate gathering of material either for the daily news agenda or for research purposes.

Daily news gathering

When public figures and other people are the subject of news stories they must expect media attention and may be asked questions and their answers recorded for broadcast, without prior arrangement, as they come and go from buildings, airports and so on.

Media scrums

We should be aware that when media representatives congregate in large numbers to cover a news story the resulting media scrum can become intimidating or unreasonably intrusive. Sometimes it will be appropriate to make pooling arrangements with other media organisations, at other times we may judge it proper to withdraw.

Reporting suffering and distress

We must always balance the public interest in full and accurate reporting against the need to be compassionate and to avoid any unjustified infringement of privacy when we report accidents, disasters, disturbances or war.



We will always need to consider carefully the editorial justification for portraying graphic material of human suffering and distress. There are almost no circumstances in which it is justified to show executions and very few circumstances in which it is justified to broadcast other scenes in which people are being killed. It is always important to respect the privacy and dignity of the dead.

We should never show them gratuitously. We should also avoid the gratuitous use of close-ups of faces and serious injuries or other violent material.

The passage of time is an important factor when it comes to making difficult judgements about the broadcasting of graphic material. In the immediate aftermath of an event the use of more graphic material is normally justified to provide a reasonable illustration of the full horror, although a good script is equally important in conveying the reality of tragedy. However, as the story unfolds it may become more difficult to justify its continued use. Then when it comes to marking the anniversary of an event or when considering it in a contemporary historical context, it may again be editorially justified to re-use it.

We also need to consider the cumulative effect of the use of graphic material on our continuous news channels.

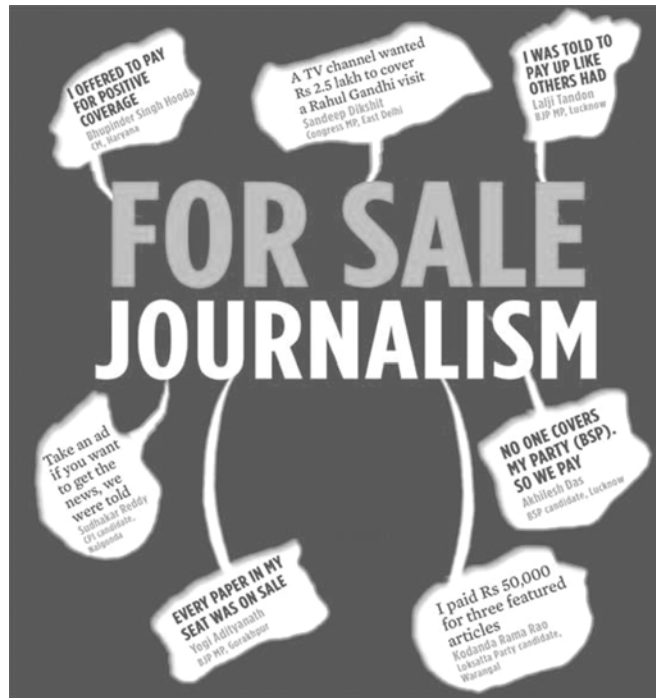
We should normally request interviews with people who are injured or grieving following an accident or disaster by approaching them through friends, relatives or advisers. We should not:

- put them under pressure to provide interviews.
- harass them with repeated phone calls, emails, text messages or knocks at the door.
- stay on their property if asked to leave.
- normally follow them if they move on.

However, it is important that we do not inadvertently censor our reporting. For example, public expressions of grief and the extent to which it is regarded as an intrusion into someone's private life to show them, vary around the world. There are two key considerations when judging what to broadcast, the people we record and our audience. Graphic scenes of grief are unlikely to offend or distress those victims and relatives who consented to our recording them, but they may upset or anger some of our audience. A few words of explanation when introducing scenes of extreme distress or suffering may help to prevent misunderstandings.

(www.bbc.co.uk/editorialguidelines)





NATIONAL PRESS DAY PLEDGE IN COLD STORAGE

India observes national press day on November 16 to mark the commencement of Press Council of India. First Press Commission in India in 1956 recommended the establishment of a Press Council to monitor media activities. The commission found that the council will be the best way of maintaining professional ethics in journalism. The council is recommended as a statutory body. The council started its operations on November 16, 1966. The day is considered as the symbol of free, fair and responsible press in India.

Considering the commission's recommendation, Press Council of India was established as a "statutory, quasi judicial body which acts as a watchdog of the press. It adjudicates the complaints against and by the press for violation of ethics and for violation of the freedom of the press respectively". What is the status of India ethical press today?

During observing national press day this year, almost news papers published an advertisement of the press council. The ad is a pledge which indicates a loss in the gravity of maintaining ethics. The pledge proclaims that "on this National Press Day Our Newspaper reiterates its commitment to free, fair and ethical journalism". The background framed by discourses on Paid News and actions/warnings against certain newspapers on the ground of violating press ethics for publishing such a pledge.





Recent Actions by press

Press Council which met at New Delhi on February 22, 2010 under the Chairmanship of Hon'ble Mr. Justice G.N. Ray censured Rana Pratap and Lok Sewa of Ludhiana, Punjab; warned Andhra Bhoomi and Vaartha, Hyderabad and Roznama Rashtriya Sahara, Noida; and cautioned Times of India and Metro Now, New Delhi for violating the norms of journalistic Editors, Rana Pratap and Lok Sewa of Ludhiana in a complaint filed by Shri Surinder Pal conduct and misusing the press freedom. The Press Council adjudicated 27 complaints against the press and 13 complaints by the press against the authorities. Censuring the & Others, Advocates of Ludhiana for publication of unauthorized advertisements and raising bogus bills by the respondent newspapers, the Council observed that the respondents had in past also been brought before the Council with similar charges of publication of unauthorized advertisements by lifting them from another magazine and demanding payment for such advertisements, and had failed to defend the same. The Council found that the acts of the respondents were not only against the journalistic conduct but also illegal. Furthermore, both the periodicals were not in conformity with Section 11 and Section 9(d) of the Press & Registration of Books Act, 1867

On Paid News

The Press Council of India in its meeting held on July 30, 2010 under the chairmanship of Hon'ble Mr. Justice G.R. Ray has placed in the public domain its Report on the issue of 'Paid News'. Concerned over the serious dimensions acquired by the phenomenon of payment for news in the media in the General Elections 2009, the Council not only took cognizance of the matter



suo motu but also considered representations from various eminent persons. The analysis of its Sub-Committee was studied by the Drafting Committee to prepare the final Report of the Council that was adopted on 30th July, 2010. The Report defines Paid News as "Any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration".

The Report records that "Sections of the media in India have wilfully become participants and players in such practices that contribute to the growing use of money power in politics which undermines democratic processes and norms - while hypocritically pretending to occupy a high moral ground. This has not merely undermined democracy in India but also tarnished the country's reputation.

Pledge in cold storage!

News paper managers are so intelligent to publish the pledge in an unnoticing way as considering as a govt. advertisement in the midst of conjured media matters and revenue generating ads or not by translating in vernacular languages. well done think tanks, well done!

These are because of loosing the spirit of the theme of the pledge advertisement. The very action and mindset of media managers indicate the pathetic situation of indian ethical journalism. No mainstream media in Kerala provided a space to the day's observations. No op-ed pages dedicated to discuss the importance of the day and the theme focused. Actually the national press day is an important platform to discuss the ongoing status of ethical press and to correct mistakes. Once again our media proclaims that we are behind profit and moneyism.



Al-Jazeera Code of Ethics

This code was adopted on 12 July 2004. Being a globally oriented media service, Al-Jazeera shall determinedly adopt the following code of ethics in pursuance of the vision and mission it has set for itself:

1. Adhere to the journalistic values of honesty, courage, fairness, balance, independence, credibility and diversity, giving no priority to commercial or political considerations over professional ones.
2. Endeavour to get to the truth and declare it in our dispatches, programmes and news bulletins unequivocally in a manner which leaves no doubt about its validity and accuracy.
3. Treat our audiences with due respect and address every issue or story with due attention to present a clear, factual and accurate picture while giving full consideration to the feelings of victims of crime, war, persecution and disaster, their relatives and our viewers, and to individual privacy and public decorum.
4. Welcome fair and honest media competition without allowing it to affect adversely our standards of performance so that getting a "scoop" will not become an end in itself.
5. Present diverse points of view and opinions without bias or partiality.
6. Recognise diversity in human societies with all their races, cultures and beliefs and their values and intrinsic individualities in order to present unbiased and faithful reflection of them.
7. Acknowledge a mistake when it occurs, promptly correct it and ensure it does not recur.
8. Observe transparency in dealing with news and news sources while adhering to internationally established practices concerning the rights of these sources.
9. Distinguish between news material, opinion and analysis to avoid the pitfalls of speculation and propaganda.
10. Stand by colleagues in the profession and offer them support when required, particularly in light of the acts of aggression and harassment to which journalists are subjected at times. Cooperate with Arab and international journalistic unions and associations to defend freedom of the press. [v\(www.aljazeera.co.uk\)](http://www.aljazeera.co.uk)



masscom
research



15

Search for knowledge is commonly depicted as research. It is a day to day activity which happens in human life normally. An attempt to discover something is called research. If your queries and quest for knowledge is shaped in a systematic and scientific way, the style of knowledge acquisition is called research. Basically knowledge acquisition is possible in four distinct methods.

Tenacity: something is true because it has always been true.
Eg: I don't take a cup of tea because my ancestors didn't use it.

Intuition: assumes that something is true because it is 'self-evident' or 'stands to reason'.

Authority: a trusted source says it is true. The emphasis is on the source, not the methods that used by the source to gather information. Eg: Teacher to students

Scientific method: truth is found only through a series of objective analysis. This is a self-correcting method.

Research can be formal or informal. In informal researches, there will be only a few or no specific plans or steps. It becomes formal when a researcher follows certain defined procedures. Masscom Research is not limited only to decision making situations. It is also widely used in theoretical areas to attempt to describe the media, to analyse media effects on consumers or children, to understand audience behavior etc.

DEVELOPMENTAL PHASES

Development of masscom research is a complicated process. Its roots lie in different disciplines. Historians and researchers picture the process in different ways. Roger D Wimmer and Joseph R Dominick narrate the whole steps in four phases.

Phase I: an interest in the medium itself. What is it? How does it work? What technology does it involve? Who will have the access? How much will it cost?

Phase II: after the medium developed. Specific information is accumulated about the uses and the users of the medium. How do people use the medium in real life? Do children use it? Do adults use it? Why? How?

Phase III: investigations of the social, psychological and physical effects of the medium. How much time do people spend with the medium? Does it change people's perspectives? What do the users of the medium want and expect to hear or see? Are there any harmful effects related to using the medium? How can the medium help people? Can the medium be combined with other media?

Phase IV: to determine how the medium can be improved- in its use or through technological developments. Can the medium provide information or entertainment to more types of people? How can new technology be used to perfect or enhance the sight or sound of the medium? Is there a way to change the content to be more valuable or entertaining?

FACTORS INFLUENCED MASSCOM RESEARCH

The growth of mass media research is encouraged by major social issues and events. Social forces contributed regularly in the development in different ways. Most celebrated reasons which contributed in mass media research are not counted as granted for mass media. According to Roger D Wimmer and Joseph R Dominick, four factors influenced much in the development of mass media research.

World War I

Promoted need to understand the nature of propaganda. Researchers working from a stimulus - response point of view attempted to uncover the effects of the mass media on people (Lasswell 1927). The hypodermic needle model of communication suggests mass media communicators need only "shoot" messages at an audience and those messages would produce pre-planned and almost universal effects.

Realization by advertisers

Advertisers play a key role in mass media research. Advertisers realized that the research data are useful in developing ways to persuade potential custom-



ers to buy products and services in 1950s and 1960s. Thus advertisers encouraged studies of message effectiveness, audience demography and size, placement of advertising to achieve the highest level of exposure etc.

Increasing interest of citizen

Citizen's interest in the effects of mass media on the public gave way for research. The interest is in its height on the effects on children. The direct result was a bundle of research works in topics related to violence and sexual content in programmes and commercials.

Increased competition

Advertising dollars became a major part of media management. Completion between media organisations increased to attract advertisement promoters and sponsors. The mass media highlighted the number of consumers that use the media. The mass media managers now focus on audience research. To conduct the study, the researcher use audience fragmentation. Here the mass of people is divided into small groups or 'niches'. Technically the process is known as demassification. Audience fragmentation increases the need for trend studies, image studies and segment studies.

TYPES OF RESEARCH

Basic research

Scholars from college, university or other academia conduct public sector research. The research has a theoretical or scholarly approach. The results of these kinds of research are intended to help to explain mass media and their effects. The research is a public document. Anyone can use the information. Researchers can gather raw data also.

Applied research

Non-governmental companies usually conduct private research. It is generally applied research. The results of these kinds of research are intended to facilitate private sector. It includes media content and consumer preferences. Most private sector researchers generate proprietary data that are the sole property of the sponsoring agency.

Quantitative and Qualitative Research

Quantitative research uses methods of data collection like personal surveys, telephone surveys, mail surveys and internet surveys as in qualitative studies. Here the questions are static or standardized. Quantitative research always uses variables under consideration to be measured. Use of numbers allows greater precision in reporting a result is the major advantage of this kind of research.



Qualitative research uses methods of data collection like focus group, field observation, in-depth interview and case studies. Here the questions are not static. It is quite nature to ask follow up questions. Qualitative methods are flexible. It helps to increase a researcher's depth of understanding. The major advantage is that the method allows the researcher to view behavior of the respondents in a natural setting.

The difference between Quantitative and Qualitative Research is the style of questions used. Qualitative research uses flexible questions. Quantitative research uses standardised questions. Sample size in this method will be larger than that of qualitative methods. Generalization of results is possible in both cases.

PRINT MEDIA RESEARCH

Print media research began qualitatively in 1928 and quantitatively in 1930. Journalism Quarterly founded in 1928 is the founder stone in the print media research. The print media researchers use content analysis, experimental studies, focus groups, surveys etc. to conduct their research activities. Readership, circulation, management and website usability are major components of print media research.

Readership Research

Followed World War II, readership studies began in United States. The George Gallop Organisation developed methodology of personal interview for research purposes. Respondents of the study had shown a copy of newspaper and asked them to identify the articles they read. The American Newspaper Publishers Association (ANPA) undertook a comprehensive study of newspaper readership. Editors and publishers began to depend on surveys for detailed audience information in 1960s and 1970s. Based on the analysis of the surveys they put shape to the content of the newspaper and other publications.

Reader Profile

Reader profile provides demographic summary of readers of a particular publication. The data can be used to focus the content of the publication, prepare advertisement promotions and increase subscriptions.

Psychographic Studies

Psychographic studies usually ask readers to indicate the level of agreement or disagreement with a large number of attitudinal statements. Patterns of response are analysed to see how correlate or cluster together.

Life style Segmentation

Life style segmentation research takes a similar approach of psychographic study. Respondents are asked a series of questions concerning activities,



hobbies, interests and attitudes. Again the results are analysed to see which items cluster together. Groups of individuals who share the same attitudes and activities are identified and labeled.

Item-Selection Studies

Item- selection studies are second type of print media readership study. It is used to determine who reads specific parts of the print or online versions of a publication. The readership of a particular item in the print version is usually measured by means of aided recall where by the interviewers show a copy of the paper to the respondents to find out which stories the respondents remember. In a variation of this technique, the interviewer preselects items for which readership data are to be gathered and asks subjects about these items only. The unit of analysis in an item-selection study is a specific content category.

Rather than looking at the readership of specific content items, research about online newspaper and magazine readership tasks the popularity of certain website arrangements and story presentations. One method involves the use of an eye camera. The camera helps to track how a person's gaze travels over an image.

Reader- Nonreader Studies

Reader- Nonreader Studies can be conducted via personal, telephone, online or mall interviews with minor modifications. It is becoming more important since newspapers are trying to identify non-print readers and attract them to their online editions. Once the nonreaders are identified, researchers typically attempt to describe them by means of traditional demographic variables.

Uses and Gratification Studies

Uses and Gratification Studies are used to study media content. For newspapers, it can determine the motives that lead to newspaper reading and the personal and psychological rewards that result from it. The methodology of the Uses and Gratification Study is straight forward. Respondents are given a list of possible uses and gratifications and are asked whether any of these are the motives behind their reading. The technique can be applied for both print and online versions. Recent Uses and Gratification Studies compare the gratifications of a print newspaper with those of online.

Journalist - Reader Comparison

In this type of study, a group of journalists is interviewed about a certain topic. Their answers are compared to those of their readers to see whether there is any correspondence between two groups. Bogart (1989) presented two examples of such research. The same approach can be used with regards to online news.



Magazine Readership Research

Magazine Readership survey is fundamentally similar to those conducted for newspapers but tend to differ in the particulars. Some magazine research is done by personal interview. The mail survey and panel survey techniques are also frequently used. In panel survey, rating scales are applied usually.

Circulation Research

Circulation refers to the number of people who receive a newspaper via subscription or who buy from a newspaper stand. Much of current circulation research is focused on how to maintain a circulation base that is attractive to advertisers and is also profitable for the publication.

List / benefit analyses to determine if circulation in areas distant from the city centre is worth keeping.

The effects of content variables on circulation are the second area of circulation research

Looks at the economic influences on circulation is the third area. Blankburg and Frennd discovered that circulation figures were not related to the percentage of a newspaper's budget that was spent on news editorial expenses, nor was there a relationship between money spent on promotion and circulation.

The individual reader is considered as the unit of analysis to measure the effects of certain aspects of delivery on reader behavior. Magazine publishers often conduct this type of circulation research by drawing sample of subscribers in different parts of the study territory and checking on the delivery dates of their publication and its physical condition when received.

Newspaper Management Research

The declining fortune of the print newspaper industry has reinforced Newspaper Management Research. The effect of various management structures at newspapers and magazines is still a significant research area and will probably continue to remain important as newspapers and magazines downsize and streamline. Another area of Newspaper Management Research looks at the impact of concentration of ownership on the newspaper industry.

Readability Research

Readability Research is the sum total of all elements and their interactions that affect the success of a piece of printed material. Success is measured by the extent to which readers understand the piece is able to read it at an optional speed and find it interesting.

The Flash Reading Case Formula, which requires the researcher to select systematically 100 words from the text, determines the total number of words per sentence and performs the calculation.



An alternate version of Flash Reading Case Formula is the Flesch - Kincaid Readability Test that uses a score of 0 to 100. This number is translated to a corresponding school reading level.

Fog Index is another way of measuring readability. The method is developed by Gunning. To compute the Fog index, researchers must systematically select samples of 100 words each, determine the mean sentence length by dividing the number of words by the number of sentences, count the number of words with three or more syllables and multiply the sum by 0.4. It suggests the educational level required for understanding a text.

Taylor developed another method for measuring reliability called Cloze Procedure. This technique departs from the formula described in that it does not require an actual count of words or syllables. Instead, the researcher chooses a passage about 250-300 words, deletes every fifth word from a random starting point and replaces it with a blank. The researcher then gives the passage to subjects and asks them to fill the blanks with what they think are the correct words; the researcher then counts the number of times the blanks are replaced with the correct words.

ELECTRONIC MEDIA RESEARCH

Electronic Media Research procedures were designed to study life style patterns and how they affect media use and buying behavior. Such information is valuable in designing advertising campaigns. If advertising understand the lifestyle patterns of the people who purchase their products, they can design commercials to match those life styles. Electronic Media Research studies fall into two broad categories: Ratings Research and Non-rating Research.

Ratings Research

Ratings Research provides estimates of audience size and composition. Since 1930 co-op Analysis of Broadcasting conducted one of the first audience surveys for radio. Several researchers have attempted to provide syndicated audience information for radio, television and cable.

$$\text{Rating} = \frac{\text{People/households}}{\text{Population}}$$

Neilson

Neilson Media Research uses two types of data collection methods: diaries and electronic meters. Diaries are used to collect viewing information from sample homes. The electronic meters provide more scientific data. Two sets are used. Set Meters catch channels that the sample population watched. People Meters add information about who is watching.



Arbitron

Arbitron Company is a prominent organization in electronic media research in United States. Arbitron method is used to measure network and local market radio audience. It surveys the retail media and product patterns of local market consumers. The company has developed the Portable Peoples Meter. It helps to collect information objectively. Arbitron utilizes portable peoples meter and diaries for their research. The research team tracks consumer attitudes and use of online radio.

Ratings are only approximations or estimates audience size. The data do not measure either quality of programmes or opinions about the programmes. All ratings are not equally dependable because each company uses its own methodology.

Non-rating Research

Non-rating Research procedures provide information about what the audience like and dislike, analyses different types of programmes, demographic and life style information about the audience etc. These data provide decision makers with information they can use to eliminate some of the guess work involved in giving the audience what it wants. It is now common to test products in each stage of its development: initial idea or plan, rough cut and post-production.

Rough Cut Testing

Rough Cut is a simplistic production that usually uses amateur actors, little or no editing and makes shift sets. The other models are photographs, pictures or drawings of major scenes designed to give the basic idea of a programme or commercials to anyone who looks at them. Testing rough cuts is important if the tests show a lack of acceptance or understanding of the product. The tests provide information about the script, characterization, character relationships, settings, cinematic approach and over all appeal.

Post- production research

Finished products are tested in experimental theatres, in shopping centers or malls and at respondent's homes. Commercials can be tested in focus groups, shopping centre intercepts and auditorium type situations.

Music Research

Radio programmes use two kinds of primary research procedures: auditorium tests and call out research. Auditorium tests are designed to evaluate recurrent and oldies. Call out research is used to test music on the air. New music is often tested on air during programmes with titles such as 'Smash or Trash' where listeners call in and voice their opinion about new release.



Both auditorium tests and call outs serve the same purpose: to provide feedback to a programme director or music director with information about the songs that the audience likes, dislikes or tired of hearing or is unfamiliar with.

ADVERTISEMENT RESEARCH

Advertising Research does not involve any special techniques. The methods laboratory, survey, field research, focus groups and content analysis are used. The three functional research areas are: copy research, media research and campaign assessment research.

Copy Testing

The research refers to research that helps develop effective advertisements and determine which advertisement is the most effective. Copy testing takes place at every stage of the advertising process. Before a campaign begins, copy pre-testing indicates what to stress and what to avoid. After the content of the advertisement is established, tests are performed to determine the most effective way to structure the ideas. Usually three dimensions of copy testing are used: cognitive, affective and conative.

The cognitive dimension considers attention, awareness, exposure, recognition, comprehension and recall as the key dependable variables.

The affective dimension involves research into whether consumer's attitudes toward a particular product have changed because of exposure to an advertisement or campaign. The techniques used to study the affective dimension include projective tests, theater tests, psychological measures, semantic differential scales and rating scales.

The conative dimension deals with actual consumer behavior. Two main categories of behavior usually measured are buying predispositions and actual purchasing behavior.

Media Research

Reach and Frequency are the key values in media research. Reach is the total number of households or persons who are exposed to media message in a particular medium at least once over a time. Frequency is the number of exposures to the same message that each household or person receives media messages.

Media research generally categorized in three groups: studies of the audience size and composition (Reach studies), studies of the relative efficiency of advertisements (Reach and Frequency studies) and studies of the advertising activities of competitors.



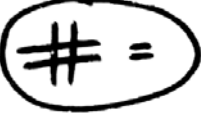
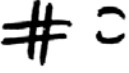
Campaign Assessment Research

Campaign Assessment Research developed on the basement of copy and media research. The research strategies are different ones. There are two kinds of assessment research: the pre-test/post-test and tracking. The pre-test/post-test method takes measurements before and after the campaign. Tracking studies assess the impact of the campaign by measuring effects of the advertisement. The major advantage of tracking is that it provides proper feedback. The feedback will enhance the campaign designers to make changes in the creative strategy or media strategy.

This chapter is a collage of excerpts from Mass Media Research An Introduction by Roger D. Wimmer and Joseph R. Dominick. For more details log on: www.wimmerdominick.com, www.cengage.com



Appendix -I EDITING SYMBOLS

	Insert comma		
	Insert exclamatory mark		Wrong font. Replace by letters of correct font.
	Insert fullstop		Insert three dot leader
	Insert any other punctuation		Insert colon
	Move to left		Insert italics
	Move to right		Insert roman
	Move up		Insert lower case
	Move down		Combine paragraphs
			Begin new paragraph
			Change to capitals
	Insert space		Use capital for initials
	Make space equal		Transpose lines
			Turn over letters / line
	Reduce space		Change bold face
			Underline

Appendix -II

GLOSSARY / TELEVISION

Actuality event Any event that is not specifically staged for television that exists in its own time scale.

A/D conversion Converting an analogue signal into a digital signal.

Ad-lib shooting Impromptu and unrehearsed camera coverage.

Amplitude Maximum height of a wave form or signal.

Analogue signal A varying voltage signal.

Angle of view The horizontal angle of view of a specific focal length

As - directed Unrehearsed camera coverage controlled at any moment by the director.

Assembly edit Recording process where the video, audio and time code are recorded, in sequence, to a blank tape.

Attenuation Reduction of signal level.

Auto - gain An electronic circuit which automatically adjusts audio recording level to keep within prescribed limits.

Auto-iris Automatic adjustment of the iris depending on main subject luminance.

Backlight Lamp used to separate subject from the background by rim lighting the subject from upstage.

Balance The relative level between sound sources or light sources.

Balanced line Connection of audio signals where the two signal paths are kept separate from earth.

Bandwidth The range of frequencies required for successful transmission of audio (20 khz) or television (PAL 5.5 MHz)

Barndoors Hinged metal flaps on the front of a lamp used to control the spread of light

Betacam format 12.5 mm tape cassette video format recording, on two adjacent video heads, the luminance signal (Y) and a chroma signal consisting of a compressed time division multiplex of the color difference signals (R-Y and B-Y)

Bias High - frequency signal added to the audio during the magnetic recording process.

Big close -up (BCU) A description of the size of a shot. When applied to the face, the frame only includes the point of the chin to mid-forehead.

Black level The amplitude of the television video signal representing the darkest part of the picture.

Brightness A term often incorrectly used mean luminance. Brightness is a subjective effect; it is how bright we see an object

Camera angle The position of the camera relative to the main subject in the shot.

Camera left Left of frame as opposed to the artiste's left when facing camera.

Camera right Right of frame as opposed to the artiste's right when facing camera.

Camera sensitivity Quoted in relation to a subject with peak white sensitivity, scene illuminance (lux), f number of lens and signal-to-noise ratio for a stated signal.

Candela The unit of measurement of the luminous intensity of a lamp.

CCD A charge-coupled device; it converts light into electrical impulses which are compiled into the TV

picture format.

Chroma Another name for saturation, a control usually found on monitors.

Chroma key An electronic process for inserting an artiste (foreground) into a background picture; also known as **colour separation overlay** (CSO) in the BBC.

Close-up (CU) Shot size. When applied to the face, the top of the frame rests on the top of the head and the bottom of the frame cuts at the position of a knotted tie if worn.

Coaxial cable Cable with a central conductor surrounded by a sheath of screening.

Coincident pair Two microphones that are effectively in the same position.

Coloration Unpleasant effect where sound is repeated with a small time delay. This may occur where two microphones pick up the same sound.

Colour balance The electronic process of defining a reference white lit by a light source of a specific color temperature.

Colour bars A special test signal used in colour television.

Colour temperature A convenient way to describe the colour of a light source by relating it to a black body radiator, e.g. heated poker, measured in Kelvins (K) after Lord Kelvin (physicist)

Component The individual or difference signals from the red, blue and green channels and luminance signal.

Composite The colour signals encoded (combined) with the luminance signal. Also, old definition for luminance signal plus synchronizing pulses.

Compression The process of reducing the amount of signal data that is required to be passed through a finite channel whilst endeavoring to maintain the quality of the originating signal. Also a method of reducing the range of audio levels.

Condenser A type of microphone using charged plates to transfer sound pressure changes into audio levels.

Contrast ratio The ratio between the brightest part of the subject and the darkest part.

Crash zoom Either an intentionally maximum speed zoom or an 'emergency' fast zoom to recompose 'on-shot'.

Crossing the line Moving the camera to the opposite side of an imaginary line drawn between two or more subjects after recording a shot of one of the subjects. This results in intercut faces looking out of the same side of frame and the impression that they are not in conversation with each other.

Cross talk Unwanted signal picked up between adjacent signal cables or from one audio track to another.

CTDM Compressed time division multiplexed chrominance recording part of the Betacam method of recording.

Cue A particular lighting condition or an indication for action to start, i.e. actor to start performing or lighting change to start.

Cursor A vertical or horizontal line that can be positioned by the cameraman in the viewfinder as a reminder of a precise frame position or to check a vertical or horizontal visual element.

Cutaway Cutting away from the main subject or master shot to a related shot.

DAT Digital audio tape.

DCC Dynamic contrast control compresses highlights of the picture to allow a greater contrast range to be recorded.

Decibels (dB) A logarithmic ratio or changes in sound intensity similar to the ear's logarithmic response to changes in sound intensity.

Depth of field The zone of acceptable focus in the field of view.

Digital A data stream of individual binary numbers representing an unbroken variable value.

Digital injection (DI) A method of directly connecting an audio output from a musical instrument or other audio equipment to a balance audio input.

Digital manipulation Rearranging and recombining small elements (pixels) of an image.

Dingle Branches placed in front of luminaries to create a dapple effect or in front of a lens to create a foreground feature.

Display mode Selecting particular information about the camera to be displayed in the viewfinder.

Distortion Unwanted damage to an analogue signal that results in the output of a system being different from the original.

Dolby A noise reduction process used in audio recording and playback.

Downlink The signal Path between satellite and receiver.

Edited master The final version of edited material that will be seen by the viewer.

Effects (Fx) Visual or audio effects.

EFP Electronic field production is the term used to describe single camera location for video programme making other than news.

Encode The technique of combining colour information with a luminance (monochrome) signal.

ENG Electronic news gathering. describes the single camera video recording of news events.

***f* number** a method of indicating how much light is being allowed to pass through the aperture of the lens.

Field On top-to-bottom scanning of an image. Two fields interlaced make up on frame.

GEO Geosynchronous orbit satellite that revolves at the same rotational speed as the earth and appears stationary from the earth's surface.

Gobo Stainless steel stencil used in profile projectors to create effects. e.g. windows, abstract pattern, moon, etc.

Grid area the structure above a studio floor.

Grip Supporting equipment for lighting or camera equipment. Also the name of the technicians responsible for handing grip equipment, e.g. camera trucks and dollies.

GV General view; this is a long shot of the subject.

Hand - held Operating a portable camera without a camera mounting.

Hue The dominant wavelength, colour describing what we see. e.g. red.

Insert edit The adding of video, audio or timecode, out of sequence, to a prerecorded tape.

Insert point An input/output in a system allowing the connection of other equipment.

Interlace A method of scanning separate parts of an image in two passes (fields) in order to reduce the bandwidth required for transmission.

Interline transfer (IT) A method of transferring a charge from the pixels exposed to the subject to an adjacent duplicate set of pixels.

Iris Variable circular aperture in the camera used to control exposure, calculated in *f* stops.

ISDN Integrated Services Digital Network is a system that allows the transfer of audio or other data via

a telephone line.

JPEG The Joint Photographic Experts Group which identifies a standard for the data compression of still pictures.

Kelvin (K) A unit measurement of heat used to describe colour temperature.

Keylight or **key** The main source of light illuminating the subject.

Kicker Light used at eye level from upstage, at eye level to 'kick' the side of the artist's head.

LCD Liquid Display Crystal. A reflective or transmissive alphanumeric display.

Live The transmission of an event as it takes place.

Locked off Applying the locks on a pan and tilt head to ensure that the camera setting remains in a pre selected position. Can also be applied to an unmanned camera.

Long lens A lens with a large focal length or using a zoom at or near its narrowest angle of view.

Long shot (LS) A description of a shot when the full length human figure fills the frame.

Look angle The angle of elevation of the signal path above the horizon to a satellite.

Low angle A lens height below eye height

Low key Picture with a predominance of dark tones and strong shadows.

Luminaire Name given for a complete lighting unit i.e. light source or lamp plus its casing.

Macro A switchable facility on a lens that allows focusing on an object placed closer to the lens than the normal minimum object distance (see MOD)

Matrix Electrical circuit for deriving 'mixtures' of signals, e.g. colour difference signals and luminance signals from RGB signals.

Medium close-up (MCU) A shot description usually describing a framing of a person with the bottom of the frame cutting where a suit breast pocket would normally be.

Medium shot (MS) A description of shot size the bottom of the frame cutting at the waist when applied to the human figure.

MOD Minimum object distance; the closest distance a subject in acceptable focus can be to the lens.

Modelling The action of light revealing contour and texture of a subject.

Monochrome Reproduction of a single colour such as a black and white image.

Movement blur The degradation of the image related to the speed of subject movement during the exposure time of a single picture.

MPEG2 Moving picture Experts group 2 is a series of benchmark values specifying different degrees of compression.

Multi-generation Numerous re-recordings of the original recording.

Ni-Cad Nickel-cadmium is the constituent of rechargeable batteries widely used to power broadcast camcorders and cameras.

Noddies Television jargon for cutaway shots recorded for editing purposes after an interview showing the interviewer listening and 'nodding' at the interviewee's comments.

OB Abbreviation for outside broadcast. Usually a multi-camera production from a non-studio venue using a mobile control room.

Off-line editing Low-quality images that are used to produce edit lists or a nontransmittable edited guide tape.

Off-Shot Describes the camera when its output is not selected at the vision mixing panel to be fed 'to

line’.

On-line editing Any system that produces a final edited broadcast quality programme.

Oscilloscope Cathode ray oscilloscope used to provide a visual display of video signals.

PAL Phase Alternating Line. A European development of the American NTSC system of encoding colour.

Pan-pot Pan (oramic) pot(entiometer); this adjusts the apparent position of a sound source in a stereo image.

Perspective The apparent position of closeness of sound in an image. Also the optical methods used to assess or construct image depth.

Phase A time delay between two signals. It is expressed in degrees as the actual time will vary with frequency.

Picture monitor Good quality viewing monitor, similar to a receiver but without RF and sound sections.

Pistol grip Hand grip controlling zoom movement that may be attached to a light weight lens when operating the camera ‘hand-held’ or attached to a pan bar.

Pixel Abbreviation for picture cell - a single point in an electronic image.

Playback Replaying a recorded shot or sequence of shots or audio.

Point-of view shot A shot from a lens position that seeks to duplicate the viewpoint of a subject depicted on screen.

Post production Editing and other work carried on pre-recorded material.

Practical An in - shot light source. e.g. wall light.

Prime lens A fixed focal length lens.

Print-through The transfer of magnetic information from one layer of tape to another when stored on a reel.

Production control rooms Production areas on outside broadcasts (see Scanner), or adjacent to studios used by production staff, lighting and audio.

Prompters A coated piece of glass positioned in front of the lens to reflect text displayed on a TV monitor below the lens.

PSC The production method of recording material on a portable single video camera. **Pulse coded modulated (PCM)** Digital transmission system.

Real time (1) Timecode which changes in step with the actual time of day.

(2) The actual running time of an event as opposed to ‘screen time’ - the compression of time achievable by editing.

Recces (abbreviation of reconnoiter) The inspection of a location by production staff to assess the practicalities involved in its use as a setting for a programme insert.

Record run Timecode which increases only when a recording is made. Record run only records a frame identification when the camera is recording breaks.

Recorded-as-live A continuous recording with no recording breaks.

Redundancy when compressing a signal, the part which can be predicted from the signal already received and therefore need not be sent. It is redundant.

Reverse angle When applied to a standard two person interview, a camera repositioned 180° to the immediate shot being recorded to provide a complementary shot of the opposite subject.

Robotic camera A camera with a remotely controlled camera head, e.g. pan/tilt, zoom and focus. May also include camera position and height.

Saturation A measure of the purity of a colour, e.g. pale red or deep red.

Scanner The production control rooms of an outside broadcast production.

Scene file A removable data storage chip from the camera that contains memorized settings.

SECAM (Sequentian Couleur A Memoire) A French developed method of encoding colour.

Shot number A number assigned to a specific shot as detailed in a camera script of camera rehearsal.

Simple PAL Monitor mode which enables the eye to average out colour errors, i.e. no delay line used. Also enables phase errors to be seen.

SNG (Satellite news gathering) The technique of relaying video location news reports or news material via a satellite to a base station

SOC (Satellite operation centre) The control centre of the owner/operator of a satellite.

SPL Sound pressure level expressed in dB where the reference is the threshold of human hearing.

Stereo Usually understood to mean a system of reproducing a wide sound image using two channels.

Stop Either the *f* number the lens is set to or the unit change between two standard numbers.

T number Indicates the amount of light transmitted by a lens at a specific setting. Unlike numbers, identical T numbers lenses will transmit the same amount of light independent of lens design.

Talkback Inter-communication by microphone and headset between a television control room and other operational areas and technicians.

Timecode Enables every recorded frame of video to be numbered.

Transformer A device made with two coils wound around a magnetizable core to isolate a signal or to change its voltage.

Turtle Very low lighting stand for rigging luminaires at floor level.

Tx Abbreviation for transmission.

Uplink The signal path from an earth station to a satellite.

Upstage Moving further away from the camera or audience.

User-bit A programmable identification code compiled by the 'user' of the camera which is recorded as part of the time code on each video frame. User-bit allows up to nine numbers and A to F code to be programmed into the code word which is recorded on every frame.

Vectorscope Special oscilloscope designed to display the chrominance information in an easily recognizable way, i.e. hue and saturation.

Video contrast range the relationship between the brightest part of the scene and the darkest part.

Video wall A number of individual T.V screens often stacked in a rectangle displaying multiple, individual or composite images.

Vignette The shading of the edges of the picture area.

Virtual reality System of chrome key where the background is computer generated. The size and positioning of the background is controlled by the foreground camera movement
Vision control The person who adjusts camera exposure, colour, gamma, etc., in a multi-camera production. Also applied to the area where they perform this function.

Vision mixer The person who switches between video sources. Also applied to the equipment they use to perform this function.

VITC (Vertical interval time code) These are time code numbers recorded in one or § more of the unused lines in the TV signal and can be read when the tape is in still frame. **Voice-over** A commentary mixed with effects or music as part of a sound track.

Vox pops (vox populi) The voice of the people, usually consists of a series of impromptu interviews recorded in the street with members of the public.

VTR Video tape recorder.

Waveform monitor Oscilloscope with appropriate time-base for displaying the television waveform. Usually includes a face- plate reticule to indicate sync level, black level, i peak white and percentage signal level.

Wave length The length between adjacent peaks of a signal.

Wide angle The horizontal field of view of a lens greater than approximately 40°.

Wide shot (WS) A description of shot size which includes objects greater than the size of the human figure.

Zebra exposure indicator A black and white stripped pattern that appears in the viewfinder at points in the picture corresponding to pre-set video level. Used as an aid to manual exposure.

Zoom A variable focal length lens achieved by internally moving elements of the lens. **Zoom ratio** The ratio of the longest focal length to the shortest focal length, a specific zoom lens can achieve.

Zoom tracking A lens pre-focused on a distant subject will stay in a focus for the whole of its zoom movement towards (or away) from that subject providing the back focus (*flange back*) has been correctly aligned.

Fade in The scene grows from total blackness to full exposure-usually in three or four feet of film.

Fade out The reverse of a Fade in. The image gradually darkens until it reaches total blackness.

Angle One way of indicating set-up (the term I prefer). The term says absolutely nothing about the set-up to be used. If the scene description calls for *an angle*, *another angle*, *reverse angle*, etc., it is merely suggesting a different set-up. such ambiguous direction are used by writers who recognize that set-ups are the director's prerogative, and assume that any specific suggestions on their part will be ignored.

Long Shot or (L.S). A full shot, showing one or more persons at full height. Obviously **the LONG SHOT** can vary a great deal.

Group shot A shot on many size, from a full shot of a group of many people of three or four. It is used to indicate a shot in which the designated group is of special dramatic importance and should be isolated from others who might occupy a fuller shot.

Medium shot or (M.S). A shot of one or more persons, usually cut at about the knees.

Two shot A shot of two persons-size indeterminate-from waist figure to chest height.

Over shoulder or (O. S). A two shot which is shot over the shoulder of one of the two in the set-up and into a nearly full face of the second. It can also vary from a waist figure in which both persons are wholly on the screen to a very close (O.S). in which only a slice of the cheek and a touch of the shoulder is visible.

Close shot or (C.S). Another ambiguous set-up, isolating one person, which can range from a waist figure to a “choker”.

Close up or (C.U). An individual-almost always chest high or higher.

Tight close up or (T.C.U). A close up of the head.

Choker A very tight close-up-usually cutting inside the chin and the hair-line.

Insert or (INS). Ashot, usually close, of any inanimate object, usually the focus of someone’s point of view. Letters, newspaper items, bottles, etc., are examples of Inserts.

Point of view (POV) the shot of anything an actor specifically looks at (usually out of shot) that we want the audience to see.

Interior or (INT). The interior of a set.

Exterior or (EXT). The great outdoors, whether rural or urban.

Dolly or Dolly shot Generally any movement of the camera as a whole. Also called Trucking, or Follow shot depending on the camera’s movement.

Pan Shot Apanoramic shot in which the camera head swings (usually slowly) from one side to the other as it follows some action, such as a football player running down field. It can also pan across a vista. A camera can pan with an actor as he walks down a street, or it can truck with him, keeping him in relatively the same position to camera.

Whip pan A very fast pan shot, usually showing only a blur. Sometimes used as a transition from one cut to the next. The camera *whip pans* out of the first cut and *whip pans* into the second. The blurring effect lies the cutting point, giving the impression of one continuous shot.

Tilt Similar to a pan, but from bottom to top, or vice versa.

Zoom Shot A move into, or away from an object or a person, or persons through manipulating a Special oamerfl lens called Zoom lens. The camera itself does not move.

Dissolve A Superimposition effect Over a length of three or four feet (sometimesmuch longer) The outgoing scene fades away as the incoming scene, superimposed.

grows from nothing to full exposure. This is not a fade out and a fade in.

Wipe A form of dissolve in which one scene is *wiped* off the screen as the next is simulataneously wiped in. There are many forms of *wipes*. *All* dissolves are used for sequence transition.

Freeze frame A single frame of the film which is continued for any length of time. Occasionally used to end scenes, especially in comedy.

Montage A series of shots, usually without dialogue, cut together for a pictorial effect or to telescope a series of events in time.

Intercuts Used when a scene is written as a master shot, to indicate the scene will be intercut between close-ups etc. at the director’s or cutter’s pleasure.

W.O.S. Without sound-silent.

O.S. OffScreen. Used for off-screen action or sound.

V.O. Voice over. An off-screen voice as in a narration or over a reacting close-up.

Process shot A rear projection, or front projection shot. Example: a person riding in a car with the roadside flashing by - or an interior of an office with the buildings or action across the street projected onto a screen.

Appendix -III

GLOSSARY / RADIO

Actives Listeners who call radio stations to make requests and comments or in response to contests and promotions.

Actuality Actual recording of news event or person(s) involved.

Adjacencies Commercials strategically placed next to a feature.

Ad lib Improvisation. Unrehearsed and spontaneous comments.

Affidavit Statement attesting to the airing of spot schedule.

Aircheck Tape of live broadcast.

AM Amplitude Modulation; method of signal transmission using Standard Broadcast band with frequencies between 535 and 1605 (1705) kHz.

Announcement Commercial (spot) or public service message of varying length.

AOR Album-Oriented Rock radio format.

Arbitron Audience measurement service employing a seven-day diary to determine the number of listeners tuned to area stations.

Audio Sound; modulation.

Audition tape Telescoped recording showcasing talents of AIR person.

Automation Equipment system designed to play prepackaged programming.

Back announce Recap of preceding music selections.

Barter Exchange of air time for programming or goods.

Bed Music behind voice in commercial.

Blasting Excessive volume resulting in distortion.

Blend Merging of complementary sound elements.

BM Beautiful Music radio format.

Bridge Sound used between program element.

BTA Best Time Available, also Run Of Schedule (ROS); commercials logged at available times.

Bulk eraser Tool for removing magnetic impressions from recording tape.

Call letters Assigned station identification.

Cart Plastic cartridge containing a continuous loop of recording tape.

Chain broadcasting Forerunner of network broadcasting.

Clock Wheel indicating sequence or order of programming ingredients aired during one hour.

Cold Background fade on last line of copy.

Combo Announcer with engineering duties; AM/FM operation.

Commercial Paid advertising announcement; spot.

Console Audio mixer consisting of inputs, outputs, toggles, meters, and pots board.

Control room Centre of broadcast operations from which programming originates; air studio.

Cool out Gradual fade of bed music at conclusion of spot.

Copy Advertising message; continuity, commercial script.

Crossfade Fade out of one element while simultaneously introducing another.

Cue Signal for the start of action; prepare element for airing.

Cue burn Distortion at the beginning of a record cut resulting from heavy cueing.

Dayparts Periods or segments of broadcast day: 6-10AM., 10AM - 3P.M, 3-7P.M.

Dead air Silence where sound usually should be; absence of programming.

Demographics Audience statistical data pertaining to age, sex, race, income, and so forth.

Direct Broadcast Statellite (DBS) Powerful communications satellites that beam programming to receiving dishes at earth stations.

Directional Station transmitting signal in a preordained pattern so as to protect other stations on similar frequency.

Donut spot A Commercial in which copy is inserted between segments of music.

Double billing Illegal station billing practice in which client is charged twice.

Drivetime Radio's primetime.

Dub Copy of recording; duplicate (dupe)

EBS Emergency Broadcast System

Edit To alter composition of recorded material; splice.

Erase Wipe clean magnetic impressions; degauss, bulk, deflux, demagnetize.

ERP Effective radiated power; tape head configuration: erase, record, playback.

Ethnic Programming for minority group audiences.

Fact sheet List of of pertinent Information on a sponsor

Fade To slowly lower or raise volume level.

Fidelity Trueness of sound dissemination or reproduction.

Flight Advertising air schedule.

Format Type of programming a station offers; arrangement of material, formula

Frequency Number of cycles-per-second of a line wave.

Fulltrack Recording utilizing entire width of tape.

Gain Volume; amplification.

Generation Dub; dupe.

Grease pencil Soft-tip marker used to inscribe recording tape for editing purposes.

Ground wave AM signal traveling the earth's surface; primary signal.

Headphones Speakers mounted on ears; headsets, cans.

Hertz (Hz) Cycles per second; unit of electromagnetic frequency.

Hot clock Wheel indicating when particular music selections are to be aired.

Hype Exaggerated persentation; high-intensity, punched.

ID Station identification required by law to be broadcast as close to the top of the hour as possible, station break.

Jack Plug for patching sound sources; patchcord, socket, input.

Jungle Musical commrcial or promo; signature, logo.

Kilohertz (kHz) One thousand cycles per second; AM frequency measurement, kilo-cycles.

Leader tape Plastic, metallic, or paper tape used in conjunction with magnetic tape for marking and spacing purposes.

Level Amount of volume units, audio measurement.

Licensee Individual or company holding license issued for broadcast purposes.

Line Connection used for transmission of audio; phone-line.

Line-of-sight Path of FM signal; FM propagation.

Liner cards Written or air promos used to ensure adherence to station image; prepared adlibs.

Live copy Material read over air; not prerecorded.

Live tag Postscript to taped message.

Make-good Replacement spot for one missed.

Market Area served by a broadcast facility; ADI.

Master Original recording.

Megahertz (MHz) Million cycles per second;

Mixdown Integration of sound elements to create desired effect; production.

Monitor Studio speaker; aircheck

Mono Single or full-track sound; monaural monophonic.

MSA Metro Survey Area; geographic area in radio survey.

Multitracking Recording sound-on-sound; overdubbing. Stacking tracks,

Music Sweep several selections played back-to-back without interruption; music segue.

Narrowcasting Directed programming; targeting specific audience demographic. Network Broadcast combine providing programming to affiliates: NBC, CBS, ABC, MBS.

Network feed Programs sent via telephone lines or satellites to affiliate stations. News block Extended news broadcast. Off-mike Speech outside normal range of microphone.

Outcut Last words in a line of taped copy

Output Transmission of audio or power from one location to another; transfer terminal.

Overmodulate Exceed standard or prescribed audio levels; pinning VU needle. Packaged Canned programming; syndicated, prerecorded, taped. Passive Listeners who do not call stations in response to contests or promotions or to make requests or comments.

Patch Circuit connector; cord, cable.

Patch panel Jack board for connecting audio sources; remotes, studios, equipment; patch bay.

Pinch roller Rubber wheel that presses recording tape against capstan.

Play back Reproduction or recorded sound

Play list Roster of music for airing.

Plug Promo; connector

Popping Break-up of audio due to gusting or blowing into mike; blasting

Pot Potentiometer; volume control fader, attenuator, rheostat.

Psychographics Research term dealing with listeners personality such as attitude, behavior, values, opinions, and beliefs.

Rack Prepare or set up for play or record: "rack-it-up"; equipment container.

Radar Nationwide measurement service by statistical research. Inc.

Rate card Statement of advertising fees and terms.

Recut Retake; rerecord, remix Reel-to- reel Recording machine with feed and take-up reels.

Remote Broadcast originating away from station control room. Reverb Echo; redundancy of sound.

Rewind Speeded return of recording tape from take up reel

Ride gain Monitor level;

Satellite Orbiting device for relaying audio from one earth station to another: DBS, j§ Comsat; Satcom.

Segue Uninterrupted flow of recorded material; continuous

Share Percentage of station's listenership compared to compeition; piece of audience pie.

Signature Theme; logo, jingle, ED.

Spec tape Specially tailored for commercial uses as a sales tool to help sell an account.

Splice To join ends of recording tape with adhensive; edit.

Splicing bar Grooved platform for cutting and joining recording tape; edit bar.

Sponsor Advertiser; client, account, underwriter.

Spots Commercials, paid announcements.

Spot Set Group or cluster of announcements; stop set.

Stereo Multichannel sound; two program channels.

Stinger Music or sound effect finale preceded by last line of copy; button, punctuation.

Straight copy Announcement employing unaffected, nongimmicky approach; institu-tional.

Stringer Field or on - scene reporter.

Subliminal Advertising or programming not consciously perceived; below normal range or awareness, background.

Sweep link Transitional jingle between sound elements.

Syndicator Producer of purchasable program material.

Talent Radio performer; annoucer, deejay, newscaster.

Talk Conversation and interview radio format.

Tape speed Movement measured in inches per second: 3/,7/,15IPS

Telescoping Compressing of sound to fit a desired length; technique used in audition tapes and concert promos, editing.

Traffic Station department responsible for scheduling sponsor announcements.

Transmit To broadcast; propagate signal, air.

TSA Total Survey Area; geogaraphic area in radio survey.

Unidirectional mike Microphone designed to pick up sound in one direction; car-dioid, studio mike.

Voiceover Talk over sound.

Voice-track Recording of announcer message

Volume Quantity of sound; audio level.

Windscreen Microphone filter used to prevent popping and distortion.

Wow Distortion of sound created by inappropriate speed; miscue.

Appendix -IV

GLOSSARY / PRINT

ABC Audit Bureau of Circulations; source of authoritative figures for newspaper's net sale over specified periods.

Ad Advertisement, *classified* or *display*.

Ad alley Section of composing room where advertisements are assembled.

Add Written on copy to be added at end of story already set or subbed and sent to printer.

Ad dummy Miniature set of pages marked with ad placing and sizes of advertisements. Sometimes called 'the scheme'.

Advertising agency Organization preparing ads for clients and buying space in newspapers and magazines, and TV time.

Agency Organization supplying news but not publishing or printing newspaper; or advertising agency.

All in Proofreader's term meaning all copy and proofs are in the reading room.

All out Printer has dispersed all copy for setting.

All rights reserved General copyright warning, usually to avoid lifting of exclusive material/information.

Alterations Changes on proof that differ from original copy (i.e. not simply corrections)

Angle Aspects or point of approach in a story; 'play up this angle'.

Art Frequently means pictures and other illustrations plus layout and design; use in changing with increasing role of designer artist in newspapers.

Art paper Coated paper with high finish. Process department require proofs on art paper to make white-on-back headings, strip type into illustrations, etc.

Ascender Part of letter rising above x-height; e.g., f, h, k, all have ascenders.

Assignment Reporter's specified task.

Back set Section of a news paper printed and folded separately at the end (back) of the first.

Bad break Incorrect division of a word between the end of one line and start of the next; turning (from one column to next or to another page) on a divided word.

Bad spacing Irregular or over-spacing of a line of type; space not distributed correctly for sense and appearance.

bank (i) part of a multiple headline; (ii) place where matter in type is assembled.

Banner (i) Title of newspaper on front page or above editorials on leader page (ii) large headline across all or most of top of page.

Barker Headline variant in which one line, usually one word, is set in large type over deck of smaller headline.

Beard Projecting part of type mount or shank producing white space below character when printed; varies between typefaces but needs to be taken into account in page design and measurement.

Beat Reporter's regular or special area (e.g. courts, politics, crime, etc.)

Bed Part of printing press that carries type form or plate to be printed.

Bean Day Mechanical tint for producing shading on blocks.

Bind, binding A type form that will not lock up squarely and evenly is 'binding'.

Bite off To remove complete paragraphs at the end of a story to fit the space. The noun 'bit off' is what has been removed.

Black (i) Carbon copy of reporter's story or feature; (ii) boldface type.

Blanket Newspaper page proof.

Blanket head Headline covering, all columns occupied by a story or combination of related stories.

Blind ad In which the identity of the advertiser is not revealed.

Blind interview One in which the source is quoted but not named.

Blobs Black circles (properly, full face circles), useful for adding colour to a page by itemising or setting out a series of points in a story without numbering (any can be held out without ruining sequence)

Block Illustration in metal form, either *half-tone* or *line* or combination of both.

Block heading Heading enlarged photographically from proof, useful for producing headlines in larger sizes than normally available.

Blurb Commonly a publisher's eulogy on the jacket of a book, but in newspapers, out-side the literary department, is more frequently used to mean a preliminary paragraph set up distinctively to introduce a feature or news story.

Body Type has thick, thin, medium, etc., body according to thickness of vertical strokes.

Body matter Text set in newspaper's body type, or the text as distinct from headings, cross-heads, etc.

Body type Typeface in which the main text of a newspaper is set.

Boiler plate Editorial term for timeless raw 'filler' material.

Bold, boldface Typeface which varies from the standard (or regular) form by having thicker vertical strokes so that it prints blacker.

Bowl Curved stroke of letter surrounding closed 'white' area or counter as in letters o, b, a.

Box Type matter enclosed by rules on all four sides also in some offices the stop-press column.

Bracketed Serifs are said to be bracketed to the stem when they are joined to it in a continuous curve rather than set at a sharp right-angle. Old face types have bracketed serifs.

Bridge Proofreader's mark showing that words or characters are to be joined together.

Broken word Word turned from one line to another, with a linking hyphen at the end of the first line: words should be split to respect sense and etymology; vertical ranks of hyphens should be avoided.

Bromide Piece of positive film- of either type of illustration- used for sticking on to page in photoset newspapers.

Bucket Rules below and on both sides of type matter

Bulletin Short message giving new development of latest Situation OH running Story.

Bureau Editional office separate from main publishing ,mostly in another city orcountry.

By-line Line of type indicating authorship.

Caption Line (s) of type below a picture or other illustration

Case Tray holding individual type characters of type matrices.

Case-room, case department, Printer's workshop, composing room.

Caslon Solid, serified typeface often used for feature display.

Cast Printing plate, produced by molten metal from a cast (matrix) of a form.

Catch Notice an error, or make a last - minute correction to a page (rectifying a bad error is called a 'good catch')

Catchline Identifying word on copy or proofs enabling related material to be identified quickly and brought or kept together.

Centre spread Two facing pages at middle of newspaper. A *spread* is any two facing pages.

CGO short for 'can go over'. Indicates that the copy may be held over until the following day or days.

Chimney Grouping of pictures and/or headlines (or advertisements) so that they run in a narrow band from top to bottom of the page.

Circulation Number of copies sold; not to be confused with readership, which is usually about five times as high.

Clean copy Copy that can be read easily and without ambiguity.

Column Column measure. Basic division of newspaper page into seven, eight or nine vertical lengths of equal width.

Column-inch An area one column wide and one inch deep, used as a unit of measurement of newspaper space, and as basis for advertising charges.

Columnist Regular writer, either on a particular subject or in a special place in the paper.

Composing stick Small, hand-held tray on which type is composed.

Copy Written or typewritten material which the printer sets in type according to the instructions given.

Copydesk Table where copy editors (sub editors) work and over which all editorial copy passes.

Copyright Ownership of original elements and form of words in written and printed materials.

Copy-taster Sub-editor who reads all incoming copy and estimates its worth for publication.

Cover the Report on event or situation, have responsibility for a particular area of news gathering; (ii) deputies for a colleague otherwise engaged.

Coverage Extent of newspaper's attention to particular events or situations.

Credit Photographer's or artist's by-line, usually is small type below or next to block/cut.

Creed Teleprinter machine; or copy

Crop Reduce limits or frame of picture to concentrate on required area, and or to fit required shape.

Cross-head cross line. Sub-heading placed in text, between paragraphs.

Cut Make deletions from copy or text in type.

Cut in Make deletions from copy or type or type to reduce to a required length or to get in add matter.

Cutline Caption; line(s) of type below a picture or other illustration.

Daily Daily, usually morning, newspaper.

Dak edition Up- country edition containing matter that has already appeared in a previous final edition.

Date line Place and date of origin of newspaper story; sometimes attached to by -line, sometimes given separately.

Dead Copy discarded (killed) and not used. Also text, headlines etc., removed after being set or being run for an edition.

Deadline Time by which copy must be delivered to appear in a particular edition.

Deck One unit of a multiple headline, or one line of a two-or more- line heading.

Delete Take out; proof reader's mark.

Design (i) Selection of typefaces, illustrations, rules, determination of spacing and general visual style of a newspaper; (ii) layout of individual pages of articles.

Dirty copy Copy so heavily marked and corrected that it cannot be read easily or is ambiguous.

Display (i) Headline and illustrations for feature; (ii) display ads departments.

Double (i) The same story, whether in identical or different form, appearing twice in the same edition; (ii) repetition of words in different headlines on the same page.

Double - column Across two columns; measure is not simply twice single column, but also includes the space between columns.

Drop cap Initial capital covering more than one line, but hanging below the top line.

Dummy (i) 'Miniature' of paper showing where ads have been booked; (ii) mock-up of newspaper for design experiments, rearrangements, launching and promotional use, etc.

Earpieces Advertisements or advertisement spaces to left and right of page one banner:

Edition One of several separate issues of a newspaper on the same day.

Editorial Leader, leading article; Expression of the newspaper's opinion.

Editorialise Insert opinion in what is meant to be informative copy.

Em Unit of linear measurement. The square of any type size, but usually the 12pt em also called a 'mutton'.

Embargo Request not to publish information supplied in advance until specified time or circumstances.

Exclusive Newspaper word for material or information that no other news paper has.

Eyebrow Short line in smaller type, often underlined, above main deck of headline, also called teaser, highline, overline; strap,

Face Engraved *ny* which rami's the link to be impressed on the paper.

Facsimile Exact reproduction of the original. Also method of transmitting news pages by wire of radio waves for printing in second centre.

Faking Patching several photographs together for special effect.

Family All the type of any one design, e.g. 12pt Bodoni Bold and 14pt Bodoni Bold Italic, and 72pt Bodoni Black are all members of the Bodoni family.

File To send a story by wire; one day's output by a news agency.

Files Back issues; library clippings/ cutting area also 'on file'.

Filler Short item used to fill out a column. Evening papers rushing to press need a good supply of fillers of varying lengths to suit the varying size of 'holes' in a page after the main stories and pictures have been placed.

Flag Title plate on the first page of a newspaper. Also a piece of paper or *slug* inserted in galley of type

to remind printers that correction, or insert, is required at the point.

Flong Blank sheet of absorbent paperboard used to make mould, or matrix, in stereotyping.

Flush To set type even with the column rule or margin, on either left or right. A 'flush left' head has all the lines ranging evenly on the left.

Fold (n) Point at which the newspaper is folded horizontally. Commonly, in newspaper display, 'below the fold' means, in a broadsheet 22 inch deep, any point below 11 inch.

Folio Page or page number.

Folio line Technically, line at the of page carrying page number name of newspaper, and i date.

Follow Story that follows up a first day story.

Follow up To seek new information on an earlier story; a story that takes an earlier story further

Format Strictly, the size and shape of a page, newspaper or book.

Fourth Estate The public press; the three original Estates were the Lords Temporal, the i Lord Spiritual, and the Commons.

Freelance Self-employed writer, artist, editor or advertising man.

Fudge Small box-like device inserted into cylinder of news paper to permit printing directly from slugs of type. The fudge box is used for printing late news 'on the run'. The fudge or box is also the name for the place on the page where the late news, so printed, appears.

Galley Shalltwo, three-sided metal tray in which type is assembled and proofed; also about twenty column- inches of text matter

Gate fold Wided or deeper page in magazine or book which has to be folded to fit the format. To be read properly it has to be swung open like a gate. Usually sold to advertisers in a magazine.

Ghost Ghost writer is the author of stories that bear someone else's name.

Glossy A shiny-finished photograph usually preferred for making half-tone engravings; a magazine printed on glossy paper.

Gone to bed gone to press Page or edition form has left the composing room and is being, or about to be, printed.

Grid Basic divisions and sub-divisions of page which the designer uses as a skeleton for his layout. Also clear sheet of plastic used in making up photaset papers. It is a bit larger than page size and is graduated in lines: a blank sheet of paper is attached to the grid and bromides are assembled on it in the same way that type is put into a chase.

Gutter Blank margins between two printed pages. Also a river of white caused by wide spacing or spacing occurring in awkward pattern.

Hairline Thinnest stroke in letter form; thinnest rule used in news papers. Also un-wanted wisps of metal which sometimes adhere between letters on a slug and so impair printing.

Half-tone Engraved plate reproducing, by pattern of dots, gradations of tone of photograph or drawing.

Hammer One-or two- word heading set flush left over main heading of about half the size.

Handout Copy supplied by speaker or publicity agent.

Hand-set Type set by hand; newspapers try to avoid much hand setting, through Ludlow 'headline matrices are assembled by hand before a casting.

Hanging indent Style for text and headline composition in which first line is set full measure and all succeeding lines are indented an equal amount at the left.

Hanging par One paragraph set with a hanging indent.

Headline schedule Sheet or booklet displaying all headline types used by a newspaper. Displays are grouped in column widths, or scored with pica rulings: unit count per column may be given.

Hole Gap in page chase or dummy where type and illustration insufficient to fill.

Horizontal make-up Style in which multi-column headlines are arranged across the page with text running underneath in short legs.

IENS Indian and Eastern Newspaper Society. Organization of newspaper owners.

IFWJ Indian Federation of Working Journalist.

ILNA Indian Language Newspapers Association.

Imprint Name and address of the publisher.

Indention indentation White space at the beginning or end when a line is set short of full measure. The usual paragraph indention is one em quad of the body size.

Inferior letters/figs Small letters or figures cast on the lower part of typeface as in H_2O .

Insert Copy or type to be inserted in the body of a story to interrupt the sequence already set or being set. Inserts are marked ABC etc., and their placing is indicated on galley proof.

Inside column Columns of any page which are not either at extreme left or extreme right.

Inside page Any page except the front or back.

Intaglio Printing process from sunken images.

Intro Introduction or opening paragraph of a story.

Inverted pyramid Headline style of centred lines in which each successive line is shorter than the one above: also story structure which arranges facts in descending order of importance.

Issue: All copies of one day's newspaper. An issue may consist of several *editions*.

Jim dash Small rule, usually three ems long to separate decks of headline or headline from text.

Journalese Offensive term for shoddier styles of newspapers writing.

Jump To continue a story from one page to another.

Jump head Headline on continued part of story.

Justify To space out a line of type so that it fills the column measure; to space out a column of type so that it fills the page measure.

Kicker (US) Small headline, usually underscored, placed above and to left of main headline. Also eyebrow, teaser, over line.

Kill Do not publish. The instruction may refer to part or all of a story. Copy marked 'kill' is spiked; type is killed by discarding in the heliobox.

Knifing corrections Correction made in photo-composed newspapers by chopping up printed images and superimposing on photoset material in the page grid.

Label (i) News headline with no force or life; (ii) standing features headline such as Women, Sport, etc.

Late man Deskman who stays behind to fudge or re-plate for late news when last edition has gone to press.

Layout Plan showing how type matter is to be fitted into the available space.

Lead Pronounced lead. First paragraph of news story.

Lead Pronounced led. Strip of metal, less than type high, used for increasing the space between lines of type.

Leader Leading article or editorial carrying newspaper's opinion. Leader page carries the leader and other opinion columns.

Lead story Story supporting the main display headlines of a page.

Legman Reporter who collects facts but does not write the story.

Line Single line of headline or text type.

Lineage **Linage** Measure of printed material based on the number of lines printed. Freelance copy is lineage copy because it is normally paid so much a line. In US, this term more commonly used for amount of advertising printed in specific period.

Logotype Nameplate for a newspaper or identification of a section-business, family, etc., cast on one block of type.

Lower-case Letters which are not capitals, thus c, d e. Also the name given to the composing case which holds these letters.

Magazine Container which holds matrices on a line-casting machine.

Make up To take type from a galley and arrange in pages with illustrations; the physical appearance of the paper; and some times, the dummy page plan for the disposition of stories and pictures.

Masthead Strictly, heading on editorial or leader page which gives papers' name and the papers' ownership and management. Often confused with nameplate or flag.

Matrix, **Matrices** (pi) A die or mould from which type is cast.

Matter Any type of blocks. It may be body matter (text setting); standing matter (not intended for immediate use); straight matter (simple setting); solid matter (with leads); open matter (lead); live matter; dead matter; and so on.

Matt finish Dull finish to photograph or printing paper, contrast *glossy*.

Measure The width of a line, column, or page of type, usually expressed in pica ems.

Mofussil Indian newspaper term for district of tahsil news. Also mofussil desk, mofussil correspondent etc.

Montage Arrangement or mounting in one composition of pictorial elements from several sources.

Morgue (i) File of prepared obituaries, (ii) News paper library.

Must An instruction, from a senior newspaper executive, that the copy or proof on which it is written must be followed and published without fail.

News hole Total editorial space in a newspaper after the advertisement have been placed. **NUJ** National Union of Journalists.

OANA Organization of Asian News Agencies.

Obit Obituary, biography of person who has died.

Office style **House style**: Standard system of spellings and punctuation laid down for a newspaper so that continuity is recognizable, depending on style.

Off print Reprint of an article or an illustration specially run off after publication in a news paper or magazine.

Offset mostly misused term in history of news paper production. It is not a description of setting, but of printing. Papers set by photographic methods are often printed offset, but papers set in metal can also be printed offset, which means printed by the planographic printing process in which the image is transferred from a lithographic plate to a rubber rolled, then set off this on to paper. Offset has become a synonym for lithography.

OK Proof-reader's sign to indicate that there is no error on the proof.

Over banner Banner headline running higher than the nameplate of the newspaper. Also called skyline(r) and over-the proof in US.

Overlay To place a transparent covering over an illustration, or a film set page over a film set page, to indicate colour separation or alterations or corrections.

Over line- Display type over a picture, also sometimes called a title. Also a line of smaller type over the main headline, which, in turn, may be called a strap or an eyebrow.

Overnight pages Pages scheduled to go to press early, late p.m. or early a.m., before work begins on the pages of the day's news paper.

Pagination The numbering of pages; the pagination budget for newspaper is the number of pages it is budgeted to achieve.'

Panel Short item indented either side and with a strong rule top and bottom. Some offices still call it a panel when it has rules of four sides, but *box* is the preferred term.

Paragraph indent Beginning the first line of a paragraph with a white space, usually one pica em quad.

PIB Press Information Bureau

Pica Printer's unit of measurement, there being 12 points in a pica. Also old name for 12pt type.

Pica em Standard unit of square measurement, a pica em being 12 x 12 points.

Pics pix Abbreviations for pictures, usually half-tone illustrations.

Plate Semi-cylindrical metal printing sheet cast from a *flog* for attachment to rotary press; or photographically engraved metal.

Play Editorial term indicating emphasis to be given to a story. Points in a story can be played up or down or played lightly; if the story itself is played up it is given a big display.

Plug To push the popularity of a show, book, or song by publicity. Also a wedge of wood used in some printing and engraving

Point size The measurement of a type from the front of the base to the back. Also called the body size.

Pool Non- aligned news agencies pool

Poster make-up Format which uses the front page as a poster headlines and pictures, j with little or not text, designed to attract the reader inside. PR Public or press relations.

Precede (Pronounced "proceed") A news lead or story which takes precedence over an earlier story. Or a preliminary paragraph or two set up in different type to introduce, summaries or explain a succeeding story.

Print Total number of news papers printed; or the positive picture taken from a photographic negative.

Proof Inked impression of type, or engraving, or page for study of accuracy or appearance before sending to press.

Proof reader Person who reads the proof to make sure it follows copy accurately

PTI Press Trust of India, a national news agency.

Pull Synonymous with proof. A proof is said to be pulled, so a pull of a galley or page is a proof of galley or page.

Pull-out Section of a newspaper or magazine that can be extracted easily and read separately,

Quad, quadrant A space Apiece of blank type of equal body size but less than type high used to fill spaces in a line of type. Quads are made six to a fount so that their widths are multiples of the em of the size of type used.

Query Question raised on copy or on proof, or in a message to a news agency. Also a freelancer's inquiry whether a newspaper is interested in such a story.

Readability A story is said to be readable and have readability if it has a compelling narrative easy to grasp. Readability in typography means the ease with which the eye skims the type.

Reader Man who checks proofs for consistency with copy and corrects errors in setting punctuation, etc. The 'reader' is the department where proof readers and their assistants, copy holders, do their work as correctors of the press.

Readership Not the same as circulation of a newspaper. Something like five people read a single copy.

Recast To cast a news plate for a page whose content, usually editorial but sometimes advertising, has been changed; re-plate.

Reel Roll of newsprint fed into the presses; the revolving drum or core which receives and winds the paper.

Rejig Editorial alterations to a story in type, usually involving a change in the sequence of paragraphs in type, deletions, and the insertion of news matter. When a story is rejigged, the type standing in the page will be taken out and the new arrangement assembled on the galley.

Release A press note or a handout; to 'okay' for publication.

Retouching Improving a photograph by painting in certain tones; most useful in painting out any streaks on photographs received by wire, before engraving; most questionable when photographic content is altered or inserted.

Reverse indent The first line of type is full measure and the remainder of the paragraph lines are indented one or more ems at the beginning. This is the reverse of normal indentation where it is the first line only which is indented. Also called a *hanging indent*.

Rewrite To write a story again, rather than simply edit the copy. American newspapers have a rewrite man to put telephoned facts into prose.

Rivers Ugly streaks of white space in a page caused by over spacing between letters and words.

Round-up Collation of separate items into one story or under one headline; a common one is a weather round-up.

Rule Type-high metal strip that prints as line or lines.

Run Duration of printing or editing an edition; or number of copies printed.

Running story A story which changes rapidly between editions, as in a plane crash. Or a story which develops over several days.

Rush Urgent news agency summary of news break. Or a direction on copy asking the composing room

to give it priority.

Sandwich Panel inset in text type cross-referring In assoi mini material elsewhere; or, a refer in a sideless box.

Schedule There is the time schedule, or sheet, listing deadlines for pages, the chief sub editor or city editor's schedule recording stories processed; and the headline schedule which categorises all headlines used in the paper, often to a code.

Scoop A story or picture of some importance nobody else has; an exclusive.

Send (a page) Dispatch a page form to the stereo department.

Send (copy) Usually the instruction is to 'send it out' or 'sent it down' or 'sent it up' and they all mean the same thing, send the copy to be set.

Sequence Picture strip showing consecutive action in a number of pictures taken shortly after one another.

Serial Of, in, forming, a series; article published in installments. Generally used for fictional or biographical feature material and or investigative stories.

Serif Line or stroke projecting from the end of main stroke. Serifs are of different forms i and join the strokes in different ways, and some types have no serifs (sans serifs) **Set** To compose in type, also the width of a piece of type from side to side. **Shadow** Typeface in which a three-dimensional effect is created such as Cameo,

Graphique, Gill shadow.

Shooting a page Term in photoset newspapers. When the bromides of type are as-sembled in position on the page, the page goes to the camera room for 'shooting' - it goes into negative form ready for platemaking.

Shorts Stories of a few paragraphs with smallish headline (up to, say, two lines of 24pt) intended for use down the page.

Short takes Sheets of copy of only a paragraph or two ; to 'send in short takes means to send copy urgently to the composing room a sheet or two at a time.

Shotgun head Multi-deck headline-two or more decks or heading on the same story, each deck consisting of one or more lines.

Shoulder That part of the upper surface of a type which carries no relief image itself and on which the relief image stands.

Sidebar Story related to main story and run next to it.

Side-head Small subsidiary heading in the body of a story, set left instead of countered (cross head)

Sidelight Similar to sidebar but with emphasise on personalities.

Situationer News feature usually giving background information, as distinct from ur-gent, 'spot' news, and so will probable hold until space is available or events make it topical.

Slot The centre of the inner side of the copy desk, traditionally horseshoes-shapped, the slot man or slot is the copy editor who sits here and instructs copy editors who sit on the *rim*.

Slug Line of type cast on a line-casting machine; spacing material six points thick; the identifying word or phrase given to each story which it set in one line at the top of the story and discarded when the story is complete and 'clean'.

Spaces Graded units, less than type high, Used to separate words or letters.

Spike Basic tool of sub-editor and especially copy-taster, being a metal spindle on which unwanted copy is impaled. 'Spike it' means 'kill it, but keep the body available'.

Splash The main story on the front page; the front page itself.

Spot news Unexpected news such as accidents or fires, as distinct from scheduled news (court cases, speeches)

Spread Two facing pages, or a major display which covers part of two facing pages, also an advertisement that covers full page or almost.

Stereotype Plate cast in metal from a papier-mache mould of type and/or blocks. Stereotyping is the process.

Stick Metal tray used to hold type being set by hand. Its size provides a rough common measurement: a slick of type is about twenty lines of 18pt type, two inches.

Story Any news item any editorial item in a newspaper other than letters and illustrations

Straight news Story without colour or interpretation of any kind.

Strap Subsidiary headline in smaller type over main headline.

Streamer Headline running across top of all or most of the columns.

Stringer Non-staff reporter who is paid on the basis of what is published, plus perhaps, a small retaining fee.

Style System of spellings, punctuation, capitalization, etc., followed in an office.

Style sheet Pages listing office or house style.

Sub head Small subsidiary heading in the body of a story, usually centred.

Syndicate Organization selling and buying feature or news material or group of news papers; to sell editorial material or circulate widely.

Tab **Tabloid** Newspaper Half the size of broad sheet, approximately 11 in. wide by 16 in. depth.

Tag line Smaller line attached to a headline to attribute source of statement.

Tailpieces Short addition to a story, separately displayed, usually of only a paragraph or two and of a light nature.

Tape Strictly, ribbon of paper with perforation which actuate a teleprinter to type copy or a line-caster to set copy in metal. Also loosely used to refer to news agency or wire copy.

Taste To skim a story or stories in copy and assess their editorial value.

Teaser Headline or caption to picture which rather than informing the reader intrigues him to read further: e.g. 'Why the soprano blushed'.

Telephoto Photograph transmitted telegraphically. To send a picture by wire, or a photograph taken with a telescopic lens.

Teletype Machine that types out news coming from a news agency- too often in capital letters that hinder readability. Also called a teleprinter or ticker or just "the wire".

Text Body matter, as distinct from illustrations, headlines and white space.

Thumbnail Half-column portrait block, also called pork-chop; or rough small dummy for advertisement; also single quotation mark or apostrophe.

Tight story so concisely it cannot be cut with damage.

Time copy "Any time" copy, meaning copy-or type matter-which is timeless and can be run at any

time.

Tip Hint or information worth checking for a story.

Tombstoning Old-fashioned newspaper display in which a page was made up of single-column headlines in identical type side by side.

Tone The amount of reflected light the difference of the areas of light and dark on a printed page.

Trim To shorten copy by small amounts-nibbling at it rather than cutting severely.

Type A piece of metal or wood bearing a relief image of a letter or character for printing.

Typeface Any individual type; its appearance when printed usually defined by name of the family (e.g. Bodoni, Century, etc.), style (roman, italic, etc) and point size.

Undated story A pull-together or round-up in which materials from several sources is presented in one story; copy be used when convenient.

Underline Wording, call it *legend of caption* or underline, beneath an illustration.

Underscore To underline a word or letters in copy or in type.

Vertical make-up Once the standard, now the variety; page make up in which no display element is allowed to cross a column rule, i.e. all single-column headlines or pictures, or an emphasis in the direction.

Vignette Small illustration or decoration not squared up or enclosed by a border.

Wash drawing A sketch made with a brush in washes with more tonal scale than simple black and white, and hence suitable for half-tone reproduction.

Waste copies Copies of a news paper run off at the beginning of a run when ink and registration are being adjusted.

Waxing Process in photostat newspapers. Each bromide of type is fed into a heated rolled machine which coats the reverse side of the bromide with an adhesive wax so that the film can be stuck down on paper

Wirephoto Telephonic photo transmission system operated by Associated Press.

Wireroom Department which receives teleprinted copy and photographs from the news agencies and correspondents on distant assignments.

X-beight The height of all the primary lower-case letters which, size for size, are almost identical, and omitting those letters of the alphabet with ascenders or descenders.

Yellow journalism The motto is 'never let the facts stand in the way of a good story'. It is sensational, exploiting chauvinism.

Z.inco Strictly, half-tone plate engraved on zinc, but commonly used for all photo-engrav-in p., whatever the metal.



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